

Dallas

NOVEMBER - 1949





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Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 THE SCHOELLKOPF COMPANY
Manufacturers and Wholesale Distributors

1872 DALLAS RAILWAY & TERMINAL CO.
Street Railway

1872 SANGER BROS. DEP'T STORE
*In Dallas Since 1872
In Texas Since 1857*

1875 FIRST NATIONAL BANK IN DALLAS
Banking

1876 TREZEVANT & COCHRAN
Insurance General Agents

1876 FAKES & COMPANY
Home Furnishings

Established

1885 MOSHER STEEL COMPANY
*Structural Reinforcing
Steel and Machinery Repairs*

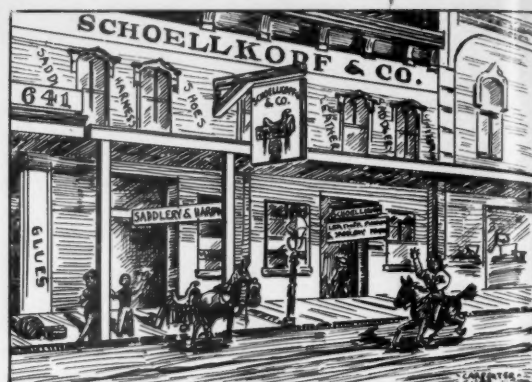
1889 J. W. LINDSLEY & COMPANY
Real Estate, Insurance

1890 WILLIAM S. HENSON, INC.
Printing and Advertising

1893 FLEMING & SONS, INC.
Manufacturers—Paper and Paper Products

1900 THE MURRAY CO. OF TEXAS, INC.
*Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907*

1900 JOHN DEERE FLOW CO.
Agricultural Implements



Buffalo hides were a major medium of exchange and hunting was an important business back in 1869 when George Schoellkopf set up a small saddlery shop in the frontier village that was Dallas. The early-day store of the present Schoellkopf Company is depicted in the sketch above by Edwin J. Carpenter. Today in its eightieth year, the firm has grown with Dallas under the active management of later generations of the Schoellkopf family and has become one of the leading concerns in the Southwest in the wholesale distribution of harness and saddlery, hardware, automotive supplies, modern appliances, and radio and television sets.

Established

1903 REPUBLIC INSURANCE COMPANY
Writing Fire, Tornado, Allied Lines and Inland Marine Insurance

1903 FIRST TEX. CHEMICAL MFG. CO.
Pharmaceutical Manufacturers

1909 IDEAL LAUNDRY & DRY CLEANING CO.
Laundry, Cleaning and Fur Storage

1911 GRAHAM-BROWN SHOE COMPANY
Manufacturing Wholesalers

Established

1912 STEWART OFFICE SUPPLY COMPANY
Stationers—Office Outfitters

1913 BROWNING-FERRIS MACHINERY CO.
Construction Equipment

1914 TEXAS EMPLOYERS INSURANCE ASS'N
Workmen's Compensation Insurance

1916 CITY TRANSPORTATION COMPANY
Taxicabs—Rent-A-Car and Automobile Storage





CLIFTON BLACKMON Editor
THOMAS J. McHALE Advertising Manager



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75 Years of Civic Service

Since its organization in 1874, the Dallas Chamber of Commerce has stimulated and guided the city's growth, helping business building go hand in hand with civic building. Today, as always, it is a vital factor in making Dallas one of the most progressive cities in the nation.



First National Bank
in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS CLEARING HOUSE MEMBERSHIP NO. 1

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Progress On the Trinity

DALLAS' most important and far-reaching project—the comprehensive and multiple-purpose program for the development of the Trinity River for flood control, soil conservation, navigation, and allied uses—took another long step forward in the first session of the 81st Congress. The four Trinity reservoirs framing a crescent around Fort Worth and Dallas, and the canalization of the river at the lower end, were allocated a total of \$12,523,600 for expenditure by the Corps of Engineers in its civil functions work during the 1949-50 fiscal year. This figure represents a substantial increase over the \$10,550,000 provided during the last fiscal year, and the \$2,600,000 appropriated two years ago.



DALE MILLER

Benbrook and Grapevine reservoirs were each allocated \$3,500,000 in the civil functions bill signed by the President on October 13. Lavon reservoir was provided \$2,604,300, and Garza-Little Elm reservoir received \$2,232,300. An additional \$687,000 was likewise earmarked for navigation of the lower Trinity to continue construction on the authorized project to Liberty. These figures represent only construction funds in the civil functions program of the Corps of Engineers, and do not include substantial additional funds from other sources such as the Soil Conservation Service of the Department of Agriculture.

The statistical table printed elsewhere on this page delineates graphically the substantial progress of the comprehensive Trinity project during the past four years, since construction was first begun on Benbrook reservoir in the 1946-47 fiscal year. It is reasonable to assert that no other comprehensive river development program in the country has made

more conspicuous progress in so short a time, particularly when the many obstacles which have been confronted and overcome are taken into consideration.

Although the table shows the statistical progress of the appropriations, it does not reveal, of course, the long and arduous effort expended by supporters of the Trinity project during the past several years to bring such progress into being. It has been necessary each year, for example, not only to secure appropriations for the work already underway but to obtain additional funds to start construction on other projects in the comprehensive plan, until the full framework of the four major reservoirs on the upper Trinity was brought under construction, with navigation being started simultaneously on the lower reaches of the river.

The greatest obstacle confronting Trinity advocates during the past few years has derived from a criterion established by the Bureau of the Budget shortly after the war which has denied any recommendation of funds for projects not already under construction. This criterion was established by the Administration because of the large backlog of authorized projects which had accumulated, and since construction of public works projects was halted during the war years, except with respect to those essential to the war effort, the Administration took the position that post-war appropriations should be directed primarily to

those projects which were already underway when the war interrupted the public works program. This position appeared reasonable, but it had the effect of shutting the door firmly on meritorious projects such as the Trinity which had been authorized but had not been placed under construction prior to the war.

The responsibility has thus devolved on Trinity advocates during the past few years to wage a progressive and annually recurring campaign in both Houses of Congress to overcome the Bureau of the Budget policy and secure appropriations to commence construction on these highly important projects in the comprehensive Trinity system. In spite of these political difficulties, the persistence of Trinity supporters in extolling the merits of their programs succeeded in starting construction of Benbrook reservoir in 1946, of Grapevine and Lavon reservoirs in 1947, and of Garza-Little Elm reservoir and the Trinity river channel in 1948. With work on all of these essential phases of the program definitely underway, substantial funds were then procured in the recent civil functions appropriations bill to carry them considerably further toward completion.

It is not often realized by the average citizen that the task of advancing the progress of this broad and long-range program is continuous and unrelenting. The civil functions bill which provides funds each year for river and harbor and flood control projects throughout the country requires many months for consideration by both Houses of Congress before it is enacted, and this year it was in the legislative mill for an unprecedented period of nearly eight months, hearings having begun before the House subcommittee on February 17, and the bill finally having been signed by the President on October 13. Many times during the course of the long and complicated legislative procedure each year it is necessary for leaders in the Trinity move-

(Continued on Page 94)

TRINITY PROJECTS

FISCAL YEAR APPROPRIATIONS

	1946-47	1947-48	1948-49	1949-50
Benbrook Reservoir	\$450,000	\$1,600,000	\$ 3,200,000	\$ 3,500,000
Grapevine Reservoir	0	500,000	3,300,000	3,500,000
Lavon Reservoir	0	500,000	2,800,000	2,604,300
Garza-Little Elm Reservoir.....	0	0	500,000	2,232,300
Trinity River Channel.....	0	0	750,000	687,000
TOTALS	\$450,000	\$2,600,000	\$10,550,000	\$12,523,600



The First Seventy-Five Years

YOUR Dallas Chamber of Commerce is 75 years old.

Outgrowth of the Board of Trade, founded in 1874, just two years after the first railroad came to town, the Dallas Chamber of Commerce and its forerunners have thus been a moving force for city building for three quarters of a century.

As years go, 75 are few in number. But Dallas has packed a lot of achievement into the last 75 years. This has been so largely because the secret of cooperation was learned by the few determined individuals who, with the founding of the Board of Trade, gave life to organized effort.

It is fitting for us to pay our tribute to the ingenuity, courage, foresight, and integrity of these pioneers who gave not only birth but meaning to the Dallas Spirit.

For we are members one of another, Saint Paul wrote to the Ephesians.

This is not only as true as it ever was in a spiritual sense, but it also becomes truer day by day in an immediate and practical sense—not only for our members but for all Dallasites interested in the continued development of our city.

Although a review of the first seventy-five years spotlights an impressive parade of progress, Dallas is really just getting into its stride. Our city is growing and changing fast. There are many new problems, new needs, new opportunities. The Dallas Chamber of Commerce more and more becomes the civic and business pacemaker and the medium for us to take on one another's problems, for the good of all.

As the achievements of the past give way to the challenges of today and tomorrow, let us contemplate what greater accomplishments can be wrought when the genius and talent and labor of all our citizens unite.

With know-how sharpened by the past, the Dallas Chamber of Commerce will continue to play its part in working for Dallas' future. That part will be in helping to make Dallas business better, to make Dallas a better place to live, to develop a civic awareness of what needs to be done to give Dallas the momentum to do even more in the years ahead.

President, DALLAS CHAMBER OF COMMERCE.

Marching Ahead--Together!



The cooperative spirit of the family—working together, building together — has been an essential factor in the glorious history of Dallas — growing from a pleasant little town on the banks of the Trinity to the beautiful and prosperous city that it now is.

SOUTHLAND LIFE is honored to have been a part of this growth. By providing a complete planned program of insurance for families . . . by investing in home-building and business-expansion . . . it has marched with Dallas in this thrilling parade of progress.

Now the Southland Life banner flies over the combined operations of Southland Life and the Reserve Loan Life Insurance Company — another stride forward. In its 41 years of marching with Dallas, Southland Life's assets have grown to more than ninety million dollars, with four hundred and fifty million dollars insurance in force.

Enthusiastically, Southland Life pledges its continued efforts toward building a still more prosperous and glorious future for Dallas.

Southland Life
INSURANCE COMPANY

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DALLAS • NOVEMBER, 1949



TODAY'S LEADERS of the Dallas Chamber of Commerce are carrying on in the traditional Dallas spirit inherited from the builders who have preceded them such as the officers and directors of the Commercial Club, top, above, photographed in 1899. Last living member of that group is Rudolf Liebman, second from right, founder of the Texas Power Company. J. O. Daniel, second from left, was first president of the Dallas Chamber. Today's Chamber officers and directors include those pictured at bottom in board room. Seated clockwise are J. L. Latimer, vice president; J. McColister, J. B. Donovan, Howard P. Holmes, Peyton Townsend, J. Smith, directors; J. Ben Critz, president and general manager; W. J. Brantley, secretary; Alphonso Ragland, treasurer; R. Beisel, Thomas A. Hulcy, is standing.

Dallas Chamber of Commerce Is Celebrating—

Seventy-Five Years of City Building

THE development of any great city has stemmed from the hard work of men of vision and sacrifice and understanding, who have banded themselves together and labored untiringly for the good of their community.

No exception, Dallas has happily been endowed from its beginning with many city builders who have put pride of town before narrower considerations and whose mass efforts have reached a peak of efficiency in the Dallas Chamber of Commerce and in the organizations which preceded it.

As an organized activity, Dallas-building stretches back to August, 1874, when the Dallas Board of Trade was formed during the boom caused by the arrival of

the Houston & Texas Central Railroad in 1872 and the Texas & Pacific Railway in 1873. Since that time, practically every decision of major importance for the betterment of Dallas has been promoted through or by or with the aid of the Dallas Chamber of Commerce or its predecessors.

The band of civic leaders who brought into being the Board of Trade was small in comparison with the present Chamber organization of approximately 4,000 members. They numbered only 62 (primarily buffalo hide and saddlery dealers and dry goods merchants), but they laid the foundation for greater endeavor. Theirs was the first organized effort of Dallas businessmen to make this city the

metropolis of the Southwest. C. M. Wheat was the first president of the Board of Trade. John Kerr was vice president; E. W. Baylor, secretary; and J. L. Leonard, treasurer. Directors included Alfred Davis, Thomas Field, D. E. Grove, R. V. Tompkins, B. F. Luce, W. J. Clark, W. G. Randall, and A. T. Obenchain. In contrast with the Chamber's 39 standing and special committees today, the Board of Trade had only seven its first year—the board of arbitration and committees of appeals, transportation, classification and quotation, finance, membership, and statistics and annual statements. The committee members included such names as W. E. Hughes, T. L. Marsalis, John Tenison, A. Sanger, and J. H. Bryan.

The arrival of the Houston & Texas Central in Dallas brought the terminal merchants from Corsicana, and "with them a destiny for Dallas that is unprecedented in the history of this country," wrote the editors of the Dallas city directory for 1875, which was "carefully arranged and prepared by F. E. Butterfield and C. M. Rundlett." Dallas manufacturing was beginning to develop. Dallas-made flour was to be found in nearly all the principal markets of the South.

"Nearly all the small towns along the lines of the railroads that intersect here for miles in all directions have adopted this market for the purchase of their supplies and already Galveston and St. Louis have felt the effect of the competition that this city is having upon their respective wholesale trade," the 1875 city directory continued. "'Wagon trade' from the far western counties is also giving Dallas large profits."

A statistical report released by the Board of Trade described Dallas County as being 30 miles square and having 576,000 acres of land in its bounds.

"It is safe to say that two-thirds or 384,000 acres are first-class farming lands averaging a bale of cotton to the acre, 45 bushels of corn, 22 bushels of wheat, 50 bushels of oats, 35 bushels of rye, and 60 bushels of barley," the report continued. "The remaining third of 192,000 acres is valuable for its timber and its grass. For the production of fine stock—horses, mules, cattle, and hogs—its capacities are almost boundless."

Reporting that Dallas was enjoying a housing boom, the Board of Trade stated that "fine pine lumber is within the reach of all at \$20 per thousand feet, retail, and the people both old settlers and new are everywhere repairing and enlarging old improvements and erecting new ones."

The Federal census of 1870 gave Dallas a population of 2,960 but, proud of itself and confident of its future, the city began to grow like Jack's fabulous beanstalk and by 1875 had climbed to a population estimated by the Board of Trade to have been 12,000 in the city proper and 20,000 in the county. And, although the 1880 census count reduced the board's estimate to 10,359, this figure was three times the 1870 population.

The city directory listed 75 "leading business and professional firms" in Dallas' business district of 1874 which was huddled around the courthouse square. Among them was E. P. Cowen & Company (doors and sashes) at 126 Elm. One of the founders was F. G. Moore, father



LOFTY, SPARKLING SKYLINE of Dallas today (below) offers a striking contrast to the 1875 view of the Main and Akard intersection (above). Shown at right is the first store of the L. Philipson Cigar Company, opened in 1875, on the present site of the Southwestern Life Building.



of Ira T. Moore, who is operating the business (Moore & Company) today, with quarters at 309 South Market. Through the courtesy of Mr. Moore, some of the information for this article was obtained from the copy of the 1875 city directory which he has in his file. "The Dallas Daily Commercial," a morning newspaper, started publication in 1875. "The Dallas Herald," started in 1849, became the "Daily Herald" the year before. Being published also was "The Dallas Intelligencer." The Dallas Hydrant Company, organized in 1872, was supplying the city with water pumped through wooden mains from Powder Springs (in Sullivan Park) to a water tower at Main and Harwood. Downtown streets were being illuminated with artificial gas furnished by the Dallas City Gas Company, a brand-new company in 1874. Dallas was definitely shedding its home-spun dress and manners and beginning to have metropolitan aspirations.

Successor to the Board of Trade in 1882 was the Merchants' Exchange, organized April 15 with an initial membership of 200. It was incorporated the fol-

lowing year. Within two years, this quickly successful association of businessmen was housed in its own three-story structure on the northeast corner of Commerce and Lamar. The first floor of this building (later the Gaston Building) contained meeting rooms and offices, together with a call board. For a time produce was actually traded there. The second story was occupied by offices and the third floor was reserved for balls and other functions.

Purposes of the exchange were stated in a preamble to its rules and bylaws: "We, members of the Merchants' Exchange in Dallas, having a desire to advance the commercial character and promote manufacturing interests of the city of Dallas, and wishing to inculcate just and equitable principles of trade, establish and maintain uniformity in the commercial usages of the city; acquire, preserve and disseminate valuable business information, and, with a view to avoid and adjust, as far as practicable, the controversies and misunderstandings which may arise between individuals engaged in trade when they have no acknowl-



THIS GROUP of members of the Dallas Chamber of Commerce was photographed more than 30 years ago just before the Dallasites left on a good-will trade trip. At that time the Chamber of Commerce had its offices in what is now the Southland Life Building at Commerce and Browder Streets.

edged rules to guide them, do hereby agree to be governed by the following rules and bylaws."

Then followed the Manufacturers' Board, which was set up in temporary form at a mass meeting called February 9, 1893, by Dr. F. E. Hughes and was made a permanent organization a week later, with Dr. Hughes as president. O. K. Harry was vice president; T. H. Foote, treasurer; and Leo Wolfson, secretary.

Next, on May 2, 1893, the Dallas Commercial Club was organized, designed to give the combined business forces of Dallas a broader outlook and more power to deal with problems confronting the growing town. Formed to take the place of the Cotton Merchants' and Produce Exchange, the Commercial Club was described by Philip Sanger, who called the meeting, as a "reorganization on a broader basis, either as a commercial club or as a board of trade, the province of which should cover everything for the growth of Dallas as well as efforts to have the county roads of Dallas improved. Mr. Sanger served as president through 1895. Officers the first year also included E. W. Doolittle, first vice president; J. F. Zang, second vice president; J. S. Armstrong, treasurer; and G. R. Reynolds, secretary. Directors included G. R. Holloway, C. B. Gillespie, H. F. Dietz, Thomas F. McInnis, J. G. Hunter, Russel Myrick, E. P. Turner, J. E. Cole, and Sam Mittenhal.

The organization set up committees dealing with finance, city development, manufacturing and mercantile affairs, public highways, advertising, railways and transportation, agriculture, arbitration, appeals, and entertainment. It was

the function of the arbitration committee to handle mercantile controversies which arose between members of the club. It had the power to summon members as witnesses in any argument and to fine members found to be operating contrary to the rules of the club. The committee of appeals received contested decisions of the arbitration committee and its decisions were final.

The Commercial Club had its offices in the old Cotton Belt Building, later remodeled into quarters for the Greyhound Bus Terminal, Lamar and Commerce. One of the club's first major activities was the arrangement of a reception celebrating the arrival of the steamboat H. A. Harvey, Jr., in Dallas on May 19, 1893. A trade trip begun March 28, 1894, and extending to Palestine, Corrigan, Colmesneil, and Beaumont was the first of a series of annual good-will tours which was continued by the Dallas Chamber until 1948.

Then, as the club broadened its activity program, auxiliary organizations came into being, including the Dallas Freight Bureau, Dallas Manufacturers' Association, the Dallas Trade League, and the One Hundred and Fifty Thousand Club, with a population of 150,000 for Dallas by 1915 as its goal. But, by 1908, it began to be more and more apparent that a large, well-integrated single organization was needed. In December of that year, the members of the Commercial Club, One Hundred and Fifty Thousand Club, Trade League, and Freight Bureau joined in a meeting, from which emerged the Dallas Chamber of Commerce as an amalgamation of practically every civic organization in

the city at that time. L. O. Daniel, the Chamber's first president, served for two years.

Instantly successful, the Chamber has subsequently fostered countless projects and helped to launch many groups of utmost importance to the development of Dallas. The Dallas Open Shop Association, now Dallas Industrial Service, was formed at a mass meeting of Chamber members in 1919. It was later set up as a separate organization and today has offices in the Chamber of Commerce Building.

The Chamber-sponsored Industrial Dallas, Inc., spent more than \$500,000 in 1928, 1929, 1930, and part of 1931 telling the world about the opportunities to be found in the Dallas Southwest. In 1920, the Dallas Retail Merchants' Association was formed with W. H. Wray as the first president. It later became a department of the Chamber. In 1920 also, the Dallas Wholesale Merchants' Association was established, headed by W. J. Kinsella. It became affiliated with the Chamber in 1922, and later merged with the manufacturers' group to become a division of the Chamber known as the Dallas Manufacturers' and Wholesalers' Association. The Dallas Junior Chamber of Commerce, initially sponsored by the Dallas Chamber, was formed in 1919, with George O. Wilson as the first president. The Metropolitan Development Association, which later became the Kessler Plan Association, was largely the work of the Chamber. Even the City Plan Commission, though a branch of the city government, can be credited in a large measure to the Chamber. Development of Love Field was initiated through the

Airport Utilities Corporation, formed by the Chamber, which built in 1928 a huge hangar and terminal building for the then American Airways.

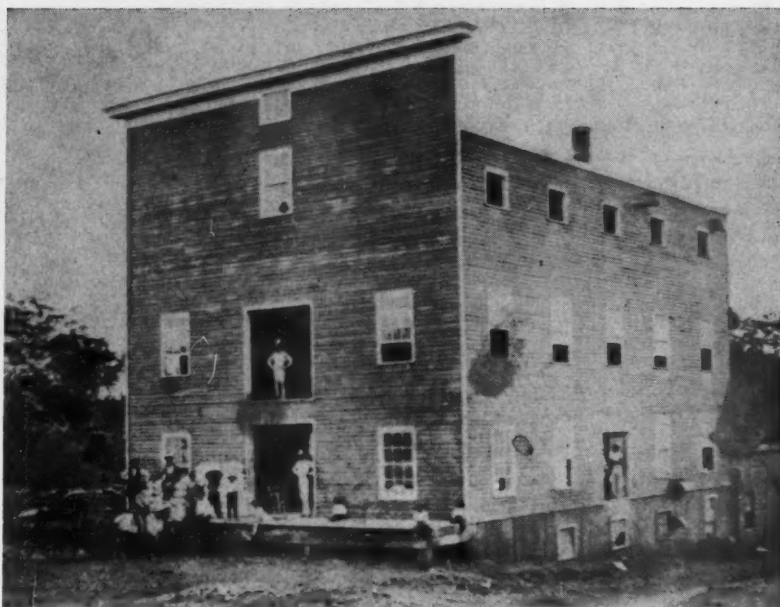
The Chamber helped set up the Dallas Insurance Agents' Association in 1930, with R. W. Thompson as its first president. The Dallas Chamber joined with the Fort Worth Chamber in forming in 1930 the Trinity River Canal Association, which later became the Trinity Improvement Association.

In 1922, the Chamber bought its present building, then a five-story structure with basement which had been occupied by the Federal Reserve Bank of Dallas. A sixth floor was added later. The Chamber previously had been a tenant on the second floor of what is now the Southland Life Building, with its wholesale merchants' department maintaining separate offices. Occupancy of its new home, called the "Power House of the Famous Dallas Spirit," permitted the Chamber to house all departments in one building. The cost of the structure was \$130,000 and the down payment was made by the contribution of \$100 each by a long list of businessmen.

After the Chamber got settled in its new home, a house-warming shower brought a large electric sign from Caruth-Studart Sign Company, the Abbott-Cade Enameling Company and the Atlas Metal Works; a bulletin board from the American Body Works; clocks from Linz Brothers and Arthur A. Everts Company; American flags from the Housewives' Chamber of Commerce and the Circle A. Corporation; towels from Pollock-Burt Paper Box Company; and a radio set from the Hope Theater. In January of that year, publication of DALLAS was begun, with Z. E. Black as editor.

Within the Dallas Chamber today are 16 departments, which combine their efforts under the direction of J. Ben Critz, who has been vice president and general manager since July, 1930. Two of these departments—aviation and market—have been added this year.

TOM McHALE, advertising manager of DALLAS, is the new commander of the Dallas Squadron of the Air Force Association. Other officers are ENID BARRON, vice president; J. C. McMURRIN, treasurer; and EARL THOMPSON, secretary. New directors are ROY COWAN, AMOS CLINGER, HASKELL COOPER, GEORGE McCURE, BILL WARE, GLEN BURROW, JAMES WILLIS, and JAMES V. LOVELL.



FIRST MERCANTILE MILL in Dallas was the Todd Flour Mills, above, established at the corner of Pacific and Broadway in 1874, the year in which the Dallas Chamber of Commerce had its beginning with the founding of the Board of Trade.



DALLAS TRADE AMBASSADORS in the early days included the Dallas Chamber of Commerce trade-trippers, above, and the members, below, of the fourth annual trade excursion of the Dallas Commercial Club in 1904.



Men of Miracles

Aladdin, with his magic lamp, was quite a guy . . . but Texas Research Foundation's scientists and researchers are coming up with far more amazing wonders for industry and agriculture.

By Ross T. Fitzgerald

IN a program of agricultural and industrial research now five years old, the Texas Research Foundation at Renner, eight miles north of Dallas, has grown from the stature of an infant research and educational institution to that of one whose discoveries have already become important to industry, agriculture, and business, not only in the Dallas Southwest but nationally.

The breeding of better white corn hybrids to industrial specification as to grain size and oil content was the first research objective to be undertaken by the Foundation when the institution's now extensive program was launched. With the production recently of its first hybrid known as TRF 3, this project has led the way as the first in the Texas Research Foundation's agricultural research program to pay off.

Corn research, however, is only one of the many phases of the Foundation's program which has begun to yield dividends in the form of recorded progress. The initial goal of the Karl Hoblitzelle Agricultural Laboratory of the Foundation is in itself an objective which would, if it could be immediately and successfully realized, mean the addition of more than three hundred million dollars yearly to the pockets of farmers and businessmen in Texas and neighboring areas.

The primary goal is to contribute to the solution of the knotty agricultural problems of the once-fertile Texas blacklands. The Hoblitzelle Laboratory's staff, working with the scientists in the Foundation's other divisions, has made highly significant strides toward the objective of finding ways to restore the blacklands to the original level of productivity, which has declined by more than one-half within the last two decades. This has been the result of an inefficient extractive farming economy centered in a one-crop system. Because everything has been taken from the soil and nothing has been returned, the blacklands of Texas now constitute a

problem area equal in size to the state of Ohio.

Progress made by the Texas Research Foundation in solving some of the problems resulting from mismanagement of the blackland soil is revealed tangibly in the form of increased per-acre crop yields in 1949. Reflecting the results of the use of fertilizer to make up for deficiency in plant food, rotation and sod crops to restore humus and soil structure, and tillage practices to correct unfavorable soil conditions, yields this year of some crops at Renner have been four times the average and twice those of the best farmers in North Texas.

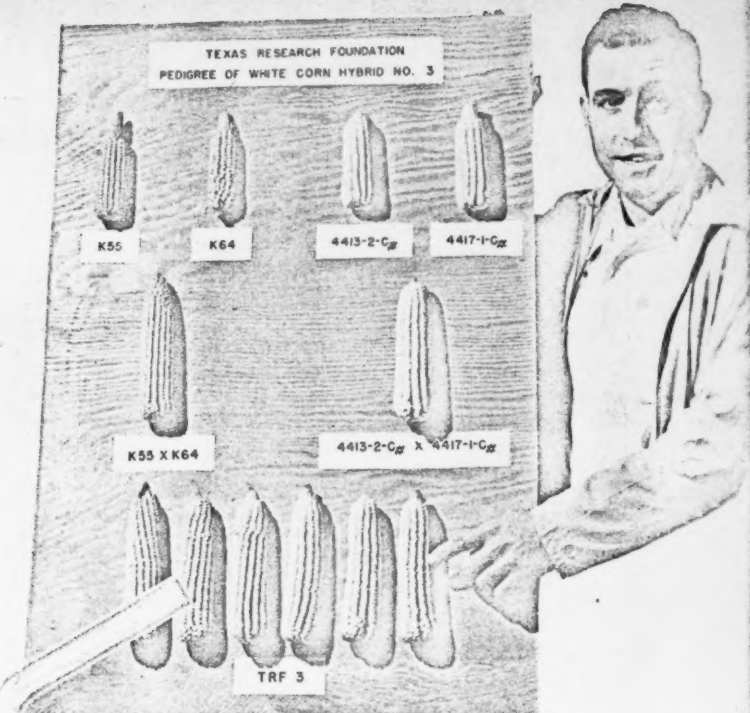
The Foundation has produced such yields as 60 to 90 bushels per acre for corn as compared to an estimated 1949 average of 20 bushels for Texas and 40 bushels for the better farmers of Collin County, 3,500 pounds of milo as compared with a 1949 average of approximately 1,500 pounds, and from 400 pounds of lint cotton to the acre on control plots where cotton follows cotton to over 750 pounds of lint to the acre on land where the best agricultural practices were followed. This lint cotton total is in contrast to a per-acre average for the blacklands of about 250 pounds in 1949 and approximately 350 pounds on farms

using better practices now advocated by state and Federal agencies, such as cotton following legumes in rotation.

In announcing these results, Dr. C. L. Lundell, director of the Foundation, pointed out that alfalfa, sudan grass for hay, and fertilized pastures of improved grasses afforded correspondingly high yields. It is the conviction of the Foundation's staff that these yields can be increased further with a balanced system of farming and with resulting increase in fertility. The totals cited do not represent the result of any one practice or treatment but stem from the combination of better practices and treatments which the researchers have found worthwhile to use.

Although these yields and other progress made in the direction of the long-range goals reflect in themselves the promise of vast potential gains for industry in this region, another immediate contribution by the Foundation lies in the production of its new white corn hybrid, TRF 3. This hybrid is expected to be followed later by the production of others, possibly even better, as the breeding program progresses.

In 1944, when the Foundation's corn breeding program was inaugurated under the direction of M. L. Kinman, associate agronomist, the attention of the Quaker



THE PEDIGREE of Texas Research Foundation's new white corn hybrid, known as TRF 3, is depicted graphically above, with M. L. Kinman, who is in charge of the corn breeding program, pointing to several ears of the new corn hybrid in the bottom row. The parent lines of the hybrid for two generations are shown in the two rows at top.

Photography by William Langley



ANALYSIS OF GRASS for mineral and other content is being made in the agricultural analytical laboratory by John Dandy, left, who is in charge of agricultural analysis. He is being assisted by another man.

Oats Company, which operates a large Texas plant at Sherman, was almost immediately directed to it. This company promptly became a financial sponsor of the Foundation's program and its agricultural research scientists have worked closely ever since with the Foundation's staff in the breeding and growing processes insofar as its facilities could be of assistance. Since that time, also, the keen interest of some 20 to 30 mills in Texas alone, as well as others elsewhere in the Southwest, has been directed to the progress of the Renner corn experiments.

The importance of better white corn hybrids to Texas milling interests lies in the average Southern consumer's demand for white corn in his corn meal, grits, corn flour, and prepared breakfast foods, among other products. But there is a hitch. Although the mills all along have paid 5 to 50 cents or more per bushel in market price premiums for white corn, all of the nation's corn grown and hybrids produced, except about 10 per cent, consist of yellow corn, of the type which for the most part is used in wet milling products and for feeding livestock. Thus it follows that, with the majority of efforts by agriculture and science being devoted to work with yellow corn, the white corn hybrids have been neglected and useful ones are scarce by comparison.

The Foundation's staff adopted, there-

fore, the plan of concentrating on white hybrids as tending to eliminate the advantage of yellow corn in yield while continuing to command premium prices, embodying promise of great benefits to the dry milling industry of the area, and fitting well into the Foundation's policy-level objective of developing crops which

are capable of being utilized through industrial outlets of the Dallas Southwest.

Mr. Kinman and his associates rightly concluded that the native Texas open-pollinated white corn types (those which had been allowed to pollinate freely), developed over a period of years through a combination of natural selection and selection by the region's farmers, had proved themselves to be the most logical types with which to make a beginning. From the start, therefore, in developing their hybrids, the Foundation's scientists made use of these native types, in addition to some inbred lines from Kansas, Missouri, and Illinois.

After four years of breeding and testing of hundreds of inbred lines, selecting only those inbreds which appeared best out of the hundreds of selections grown, the staff has been able to announce the production of TRF 3 within about half to two-thirds the time ordinarily required to develop a new hybrid from scratch.

The time-shortening factors, under new breeding techniques which were employed at Renner, represented a combination of methods. These included the ability to make use of some inbred lines previously developed, especially those from the Kansas experiment stations, the use of modern testing procedure which permits researchers to test hybrid combinations during the inbreeding period instead of at its close, and the use of a less severe form of inbreeding, with this phase



PLANTS GROWN AND REPRODUCED BY OUTCROSSING NATIVE WHITE CORN TYPES ARE BEING TESTED IN THE GREENHOUSE. H. L. HACKBART, who is in charge of plants breeding, is pictured inspecting the plants and will later transplant them to the field.



CHECKING UP on the action of newly produced water-repellent titanium compounds is Dr. Robert J. Speer, the Foundation's principal chemist. Shown are test panels of wood to which various blendings of the compounds have been applied in several types of paint.



A PRECISION REFRACTOMETER, an instrument used to identify components in the Fischer-Tropsch synthetic gasoline process, is pictured in use by Dr. D. R. Carmody, who is head of the industrial research division of the Texas Research Foundation.

carried through much fewer generations than formerly, it being preferred to maintain the vigor of the lines rather than to achieve absolute purity. The researchers say this is a technique that is brand-new in the breeding of corn hybrids.

The new hybrid has stood up in yield with the best of the material now being grown. In 1948, an extremely poor weather year in contrast with 1949, which has been an unusually favorable one, it yielded 12 bushels to the acre more than the commonly grown hybrids, and it appears to yield at least as much as these in favorable years. It has the large, wide seed desirable for milling purposes, and it was bred definitely to embody such other characteristics as lodging resistance (ability of the stalks to stand up in the field until harvested, which is important in the use of mechanical harvesters), and resistance to insects and disease.

Seed is available for planting several hundred acres. It is being distributed free to farmers for state-wide "dispersed" trials in 1950, mostly in the northern half of the blacklands. If, in these, the hybrid produces as well as is anticipated, it is expected that the seed will be made available to growers generally in 1951.

Dr. Lundell cautions against any tendency to regard a good hybrid as the absolute means of obtaining high yields. As much or more depends, in growing good corn, on land fertility.

"In order for corn hybrids to produce well, we must have fertile soil, just as other cultivated crops must have it for big yields," he emphasizes. "The answers to high corn yields, when finally obtained,

will also make possible the growing of high yields in grain sorghum (milo), various oilseeds, cotton, and grain crops. It is to promote good yields in these and other crops, rather than in any single one, that the Foundation is engaging in fundamental research for means of restoring fertility to these badly depleted lands."

One of the most spectacular findings cited in this connection was the tremendous response to nitrogen fertilizer when used by the Foundation's staff in adequate amounts well in advance of the growing season for the crop. Discovery of this was first reflected in the figures on the winter grain crops of 1947-1948, which showed that yields for fertilized oats, barley, and rye had doubled and wheat yields had increased by 50 per cent. Subsequent tests have indicated that nearly all other crops except legumes also show great response to nitrogen fertilizer, and these responses are fully as great on grasslands as for crops. Bermuda grass yields have shown two to five-fold gains, Sudan grass hay yields have been boosted two to three-fold, and old sodlands have shown increases of at least 100 per cent in the first year of treatment.

The cottonseed oil mills of Texas and the entire Cotton Belt are watching with great interest the Foundation's oilseeds program, now in its third year at Renner. In this branch of the research, results regarded as significant have already been obtained with soybeans, sesame, and sunflowers, all of which are being developed as new, mechanized cash crops for this sector.

This interest stems from the belief that

cotton acreage controls are a virtual certainty for 1950 and that there is consequently a need for supplemental crops available to blackland cotton farmers as well as for a supplemental supply of oilseed for fuller operation of the seed crushing industry.

In so significant a light does the industry view the Renner oilseeds research that the National Cottonseed Products Association earlier this year appropriated, through its educational division, the sum of \$3,000 for a grant-in-aid to the project. Previously, a \$1,700 bequest was made by Mrs. Tucker's Foods, Inc., for the same purpose.

As another development, considered vital to the promotion of economically profitable livestock farming in this area and indirectly of importance to the dairy and packing industries, the staff of the Foundation has chosen and begun to use six cool-season perennial grasses and six warm-season perennials for rotation farming and forage production.

These grasses, which were selected as a result of testing more than 120 species and varieties of perennial grasses, are expected to make possible all-year grazing, with resulting material savings in feed costs, plus improvement of the soil afforded by a cover crop in rotation with row crops. In this connection also, the Foundation is in the third generation of a breeding program on alfalfa and in the third year of testing more than 100 other legumes to find those that have a place in the farming system of this area. The six cool-season perennials are Brome grass, Alta Fescue, Orchard grass, Tall

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A SOYBEAN SAMPLE is pictured being cleaned over a shop-built blower machine by Dr. Robert R. Kalton, associate agronomist in charge of the oil seeds research program of the Texas Research Foundation.

Blue Panic grass, and Sand Love grass.

Results already obtained from research into blackland soil depletion, amounting to such totals as 39 tons of soil humus loss per acre and nitrogen losses equivalent to 5½ tons of sulfate of ammonia to the acre, indicate, according to Dr. Lundell, the extensive need for use of fertilizer, use of rotation and sod crops to restore humus and soil structure, and use of tillage practices to correct unfavorable soil conditions in the blacklands area.

"In growing corn, we have found that the crop must be grown in rotation with other crops and that, if possible, corn should follow a sod in which there is a legume present," Dr. Lundell pointed out. "In addition, the soil must be handled to eliminate any artificial hardpan within the root zone of the crop, and there must be adequate amounts of plant food supplied in the form of fertilizer to take care of the total growth expected. Moreover, corn must be planted early enough to utilize the most favorable portion of the growing season, and there must be enough plants per acre to produce the yield anticipated.

"Our yield of 90 bushels per acre in 1949 was partly due to a favorable season for corn. However, our neighbors, who had the same season and who have basically the same type of soil with which to work, have produced 30 to 50 bushels of corn in comparison with our 90 bushels. Some of our neighbors grew good hybrids but they failed to provide one or more of the other requirements for a high yielding crop."

Confirmation of the extent of these requirements for a solvent blackland agriculture is not by any means equivalent to solving the problems resulting from the mismanagement of the blackland soil, Dr. Lundell emphasizes. Nor are the high yields at Renner the result of any single practice or treatment, but represent the combined effect of all the better practices and treatments which the Foundation has found worthwhile, he adds.

The research has not answered, in the opinion of the Foundation's staff, all of the problems incident to getting a high yield from each of the major crops, nor has there been sufficient time to work out the most profitable types of cropping systems or rotations, objectives that are also major sectors of the Foundation's research work.

"However, the yields already obtained appear to show that the possibility of developing a permanent productive agriculture for the region is within our grasp," Dr. Lundell said.

Referring to the fact that successful farming, as is the case with successful business enterprises, requires that a percentage of income must be plowed back into the venture to maintain efficient and profitable production, Dr. Lundell said that in the blacklands no attempt has been made to take care of the "creeping depreciation" of depletion through annual cropping.

"It is my conviction that much of the land in question is operated by tenants and hired hands but is owned by businessmen and investors with a self-interest in obtaining a better return on their investments," Dr. Lundell continued. "I

am convinced also that city landholders must play an increasingly important role in restoring the land to full productivity.

"To restore our blackland soils to a condition where they can be managed effectively for production will require outlays of from \$25 to \$100 per acre for fertilizers, improved all-season pastures, sod rotations, terraces, controlled waterways, farm ponds, fences, and other improvements. But this initial investment is only the beginning. Year after year, part of the farm income must be plowed back into the soil in the form of chemical fertilizers, green manures, and recommended practices."

Last summer the Foundation introduced an unique form of agricultural service to meet the increasing number of requests for help from individual farmers. Under the terms of this service, if a farmer or rancher is willing to pay the actual costs, the Foundation will assign an expert from its staff to set up an operating plan for the specific farm or ranch. This expert will remain on the farm or ranch as long as is necessary to plan the operations, and will thereafter remain in communication with the owner throughout the term of the arrangement. The entire staff of the Foundation serves as a reservoir of specialists available to assist with any particular problem.

It is intended that units receiving this service will serve in turn as model farms throughout the state demonstrating to other farmers the practical advantages of

BROME GRASS, one of the Foundation's recommended six cool-season perennials in the grass-breeding nursery, is being examined by Dr. Howard R. Sprague, head of the agricultural research division.





AERIAL PHOTO by Squire Haskins shows the buildings and test plots of the Texas Research Foundation at Renner.

improved agricultural practices and new crops. The Foundation will continue to disseminate, without charge, the results of all its agricultural research through county agents, soil conservation service leaders, and interested businesses and industries.

The plan is for businessmen who are also landowners to avail themselves of scientific advances in agriculture and operate their farming enterprises exactly as they do their business concerns as regards capital investment and annual plowing back of part of income. They will thus take the lead toward restoration of these soils to their former high level of fertility.

Among the Foundation's undertakings of widespread interest to industry in general, apart from the advances made through the work of the Hoblitzelle Laboratory, has been the synthesizing, by the institution's industrial research division, of organic compounds of titanium which give promise of developing unprecedented waterproofing qualities for any porous material, such as wood or textiles.

These compounds of this exciting new material, the commercial possibilities of which are only now beginning to be de-

veloped, are covered in a patent application. Titanium, whose present status is comparable to about the earliest laboratory stage of aluminum, is now playing an important role in the thinking of chemical laboratories and of industrialists throughout the country.

The uses developed for titanium at Renner, which only recently were presented in a paper by the Foundation's scientists to the national convention of the American Chemical Society, are expected to be of prime interest to many branches of industry. Among them are the textile dry cleaning and laundry industries, which see in the compounds' water-repellant qualities a waterproofing agent possessing unique properties; the paint industry, interested especially from the angle of marine paints and others exposed to weather; and the building materials industry, interested for titanium's weather-protective qualities.

Interest stimulated among major companies by the presentation of the discovery before the chemical society has brought to the Foundation suggestions for possible uses from all over the country. These include treatment of optical glass surfaces, formation of waterproof

coatings for electrical wire used in motors, and, from a dentist, the possibility of brushing the liquid on teeth to prevent tartar formation. The scientists are convinced of the feasibility of some and possibly all of these suggested applications, but they cautiously point out that their proved success must await additional laboratory tests.

They know already that the liquids do thoroughly waterproof textiles, painted wood surfaces, and other objects, and, in the case of dress and similar materials, do not "seal" or airproof the weave. The results can be effected on textiles by dipping into an inexpensive solution, and the waterproofing remains effective through several washings in soap and water. The compounds are high-boiling, clear, viscous oils, water-white to light yellow in color and with a mild and fruit-like odor when pure. The nearest thing to these compounds in their effect is the substance known as waterglass, which is a form of sodium silicate, but there is no basic kinship with this material, the synthesizers say.

Another entirely separate objective completed during the past year is of interest also to the cleaning industry. This project, executed by the chemical division of the Foundation for the Fishburn Cleaning and Laundry Company, resulted in the development of methods of recovering Stoddard solvents, the naphtha most commonly used by cleaners, which through the findings of the chemists have been proved capable of being used over and over again with considerable resultant savings in costs.

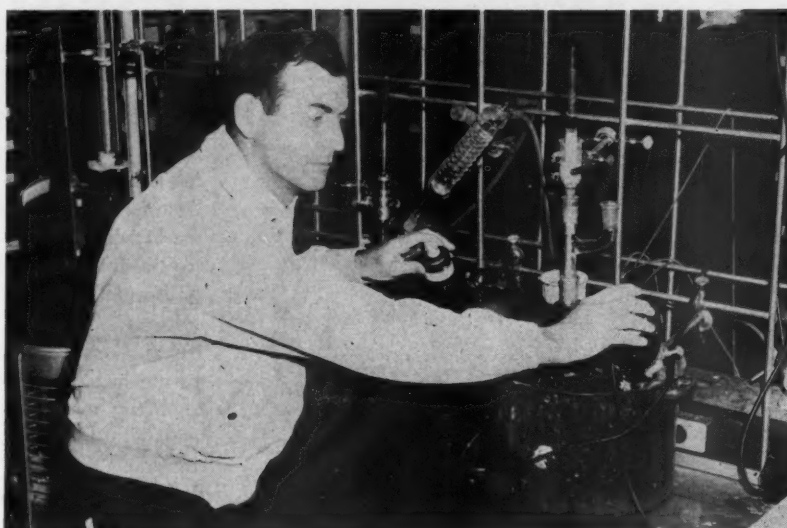
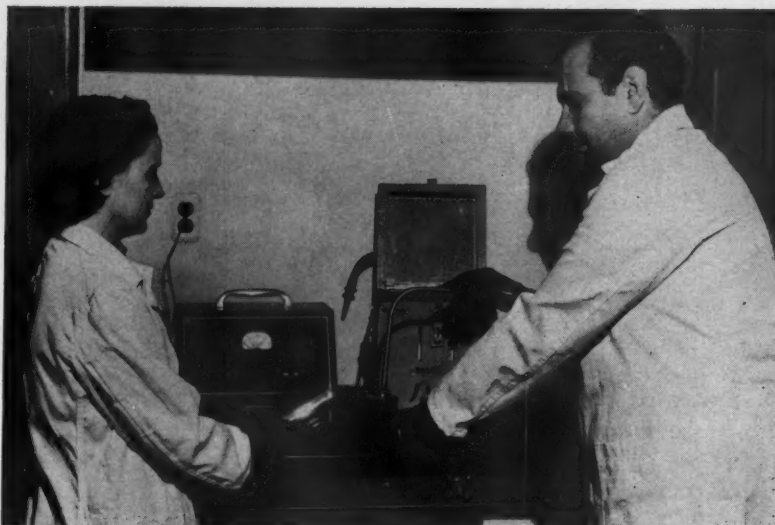
For the Socony-Vacuum Company, through Magnolia Petroleum Company, a study was completed of synthetic additives which, when added to a lubricant, raise the viscosity of the lubricant. The Foundation's portion of the project dealt only with components effecting the viscosity index increase.

Another project resulted in a new process for the recovery of chemicals produced from natural gas. This was executed in cooperation with one of the major oil companies. Scheduled to be put in operation next year by the Brownsville, Texas, group known as Hydrocarbon Research, Inc., is an American adaptation of the famous Fischer-Tropsch process originated by the Germans for the production of gasoline and chemicals from natural gas. Certain phases of the work done at the Foundation's chemical laboratories will be employed at the Brownsville plant for the recovery of the synthetic chemicals produced as by-products from natural gas.

The petroleum industry also stands to profit from the production of compounds used in studying the flow of oil in oil-bearing sands and from studies that will affect corrosion as well as those aimed at finding a means for determining extremely minute quantities of impurities in gas streams. The pharmaceutical and other industries have an interest in a radio-chemical technique available here, by which as small a volume as one part per billion can be measured, a point of accuracy far beyond any other means known. The claim is made for this isotope

(Continued on Page 90)

VIEW OF THE "HOT LAB," top, right, shows Dr. Henry R. Mahler, radio-chemist, opening a shipment of radioactive iodine from the Atomic Energy Commission pile at Oak Ridge. The contents are being lifted from the heavy lead container with a metal device furnished for that purpose. The area is being "monitored" for excessive radiation by Miss Ammarette Roberts, using a Geiger counter. Dr. T. C. Longnecker, senior soil scientist, is pictured in center photo determining the base exchange of a specimen of blackland soil. In bottom photo, Dr. C. L. Lundell, director of the foundation, is shown inspecting the seed development of the new winter-hardy Blue Panic grass now being propagated.





Fashion Line-Up

BUYERS from 14 states and two foreign countries came to Dallas last month for the advance spring and resort showing at the Baker and Adolphus Hotels of the American Fashion Association. It was the organization's first showing as the new market division of the Dallas Chamber of Commerce.

Buyers registered from the states of Alabama, Arkansas, California, Colorado, Florida, Kansas, Louisiana, Mississippi, Missouri, Nebraska, New Mexico, Oklahoma, Tennessee, and Texas. Costa Rica and the Philippine Islands were represented by one buyer from each country.

Many nationally known lines of women's and children's apparel opened their early spring showing at the Dallas market, including the Nat Frank millinery being shown, top, left, to buyers by, left to right, Leo Bloch, Mrs. Bitze Barenstein, and Leeta Piret. In second photo from top, Henry Curtiss, left, and Emmett Pryor show buyers a line of jackets with the help of Mary Whittlow, left, and Wanda Wheeler. Modeling a swim suit for Buyers R. W. Hill of Victoria, Texas, Leona Parr of Electra, and Mrs. Anna Mary Robertson of Athens, seated, left to right, second photo from bottom, is Mildred Venable. Standing are Joe Pope, manufacturers' representative for swim suits and dresses, and Mrs. Pope.

A highlight of the week's market was a breakfast clinic on merchandising conducted by Mrs. Margaret Wedell, bottom photo, left, merchandise counselor of Sanger Bros. Santa Claus' presentation of 1900 fashions in evening wear, top photo, right, was a style show feature. Reminding that Spring is just around the corner from Christmas, Mrs. Wedell discussed proper selection of merchandise and proper training of personnel.

"The wide scope of registrations is believed to have set a peace-time record for the Dallas market," said Henry Stanley, manager of the Dallas Chamber's new market division. "It clearly indicates the importance of Dallas as a market center for fashion merchandise."

The next market will be held January 15-20, and will include the Blue Bonnet Exhibitors, whose members have joined the American Fashion Association and the Dallas Chamber.

Photographs
by
Squire Haskins



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Belgian Product Display Bids for Southwest Trade

BELGIUM'S impressive exhibit last month at the State Fair of Texas was formally opened by Baron Robert Silvercruys, the Belgian ambassador to the United States, whose Dallas visit was the occasion for the observance of Belgium Day.

Baron Silvercruys snipped a ribbon at the entrance of the display of Belgian-made products (bottom photo, left, above), the forerunner of a permanent exhibit the Belgium government is setting up in Dallas as an initial step in going after the Southwestern market.

Joining in the opening ceremonies were R. L. Thornton, State Fair president (with hand on ribbon); Mayor Wallace Savage of Dallas (shown behind Mr. Thornton), and Irving Pierce (immediately behind Baron Silvercruys) of Resistol Hats, who presented the Belgian ambassador with a western hat.

An unscheduled visitor at the exhibit was 85-year-old, Belgian-born J. J. Verbert (photo at right), whom Baron Silvercruys stepped off the platform to greet. Mr. Verbert, a retired contractor, who came to Dallas in 1884 from Antwerp and helped build the old Main Street post office, joined with the Belgium ambassador in singing an informal duet featuring various Belgian folk songs.

Baron Silvercruys is shown at top, left, addressing a dinner of the Foreign Trade Committee of the Dallas Chamber of

Commerce. Pictured, left to right, seated, are Franz Leemans, counsellor to the Belgian government in Brussels and Belgian representative to the United Nations; R. L. Thornton, chairman of the board of the Mercantile National Bank; Ray Miller, Dallas regional manager for the United States Department of Commerce and chairman of the Chamber's Foreign Trade Committee; Maurice Heyne, commercial counsellor to the Belgian government in Washington, D.C.; Albert Sidney Johnson of Dallas, official representative of the governor of Texas; Jean Cattier, New York, president of the Belgium Chamber of Commerce of the United States; and Charles Leonard, consul general of Belgium in New Orleans.

"If we want to continue buying your cotton, oil, wool, wheat, meat, and fruit, we must sell you more of the things which we can best produce, such as glass, crystal, ceramics, leather goods, and a long list of handmade articles," said the Belgian ambassador.

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Industrialists Attend Mobilization Classes

TO PREPARE Dallas industrialists for swinging their factories into war production in the event of a national emergency, the Armed Forces Industrial College conducted a two-week economic mobilization course in Dallas last month with the help of arrangements committees of the Dallas Chamber of Commerce.

More than 150 Dallas industrial plants are ready to take their part in World War III, if and when it comes, said Colonel George E. Keeler, Jr., senior instructor for the school, who is pictured in top photo with a group of fellow instructors. Shown, left to right, are Lt. Colonel F. G. Bryan, USA; Colonel S. O. L. Robinson, USA; Commander E. W. Davis, USN; Mark Hannon, secretary of the Military Affairs Committee of the Dallas Chamber; Colonel Wilford A. Steiner, USAF; and Colonel Keeler. Pictured in second photo from top, left to right, are Captain M. A. Nation, USN, commandant of the Dallas Naval Air Station; Colonel Keeler; Rear Admiral L. S. Sabin, Jr., USN, deputy commandant of the Armed Forces Industrial College; Major General A. D. Bruce, deputy army commander, Fourth Army, Fort Sam Houston; and J. Ben Critz, vice president and general manager of the Dallas Chamber.

Shown receiving from Colonel Keller one of the certificates awarded the industrialists as evidence of their having completed the course is H. W. Beutel, works manager, Mosher Steel Company, third from right, second photo from bottom. Left to right are Colonel Keeler; D. A. Hulcy, president of the Dallas Chamber, who spoke at the closing exercises; Brig. General Clayton P. Kerr, Texas National Guard; Mr. Beutel; Major General Arthur W. Vanaman, USAF, commandant of the Armed Forces Industrial College; and Captain Nation. Bottom photo shows one of the class sessions.



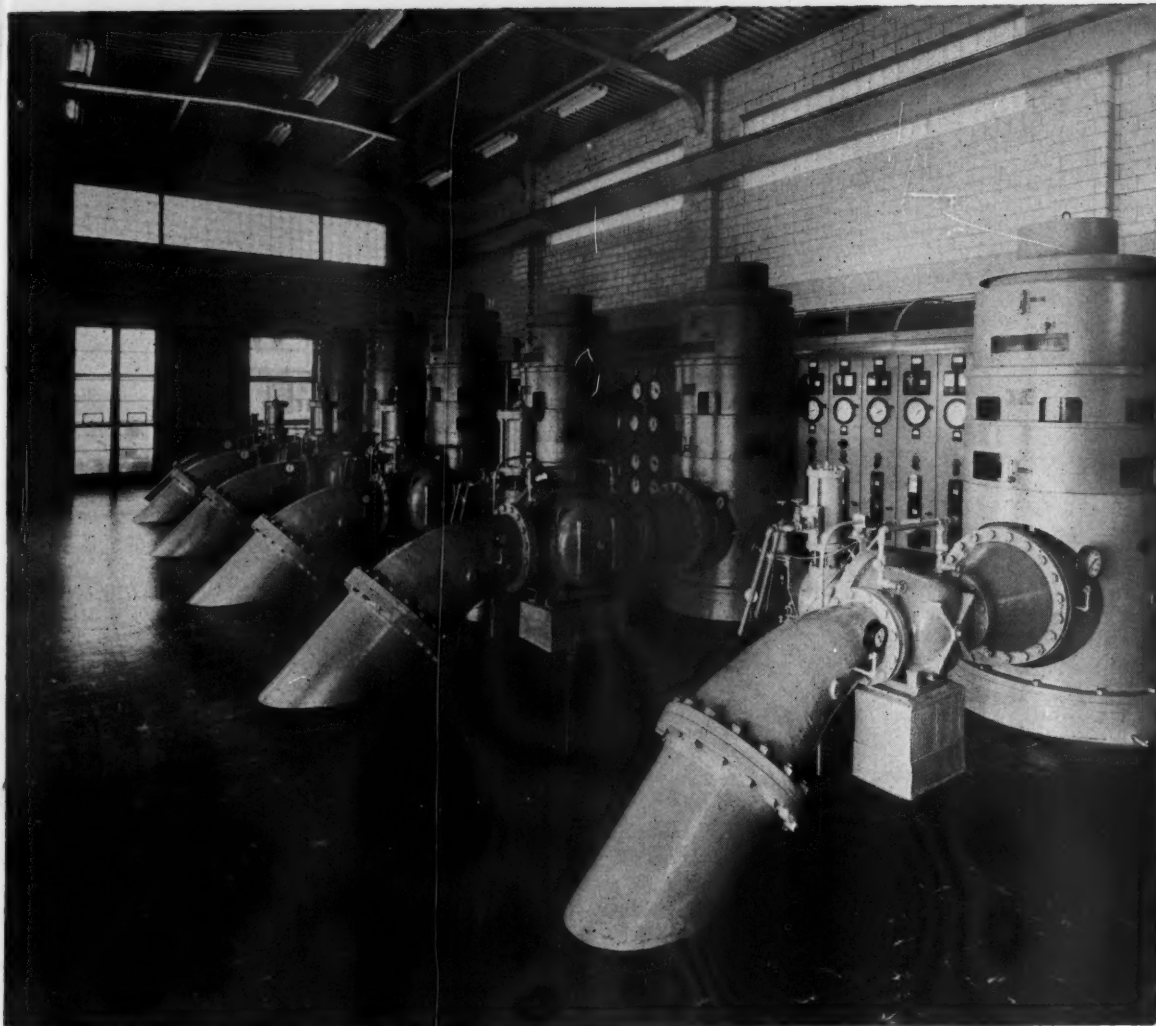
—Photographs by Squire Haskins



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Houston's new Southwest Pumping Station is the last whisper in modern style, equipment and efficiency. A battery of Six Short-Coupled Layne Vertical Turbine Service Pumps deliver 60 million gallons of water daily into the City's distribution system against a total dynamic head of 174-feet. Two 9100 GPM units are

driven by 500 HP motors, three 8200 units by 500 HP motors and two 4000 units by 250 HP motors. All operate 1170 RPM. Installation was sold and installed by The Layne-Texas Company, Ltd., Houston, Texas. Literature and information on Close-Coupled or other types of Layne Vertical Turbine Pumps furnished upon request.

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• DALLAS

Chamber Opens New Campaign For Members

TO give the membership of the Dallas Chamber of Commerce a year-end boost, some 250 workers are following up year-long recruiting this month with an intensified campaign whose goal is the enlistment of every individual and business concern having a stake in Dallas' future.

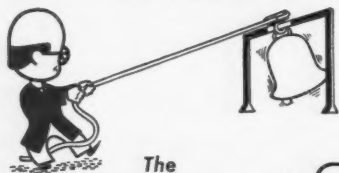
"Our objective is to add as many business firms and individuals as possible because never before has there been a time when the work of the Dallas Chamber of Commerce has been so important," said P. B. (Jack) Garrett, chairman of the membership committee.

The workers were given their instructions for the intensive drive at a kick-off luncheon at the Hotel Adolphus, which was addressed by D. A. Hulcy, president of the Dallas Chamber.

"We can all point with pride to the progress Dallas continues to make," said Mr. Hulcy. "Our Chamber of Commerce has a national reputation as one of the country's best and we should be proud to represent the Chamber in calling on prospective members.

"You are not asking for a contribution

?DID YOU KNOW IT?



The

BERLITZ
SCHOOL OF LANGUAGES



and the Berlitz

**TRANSLATION
SERVICE**

are in

THE MERCANTILE SECURITIES BUILDING

CALL C-1700

from 9 to 9



FIRST CAPTAIN to reach his quota in the current membership campaign of the Dallas Chamber of Commerce was Jack Kutner, shown at right just after turning in 14 new memberships to his group leader, Lank Majors.

when you invite a man to join the Dallas Chamber of Commerce; you are asking him to make a sound investment in the future of his business or profession," Mr. Hulcy continued.

"Sure, Dallas continues to grow, but we should not forget that progress brings problems and, unless we all work together, it is almost impossible to overcome them. I know we have the manpower and sales ability to make this drive a real success."

Mr. Garrett, president of the Texas Bank & Trust Company, is heading the campaign as membership chairman. His recruiting organization is divided into groups whose leaders are R. Barney Shields, Henry A. Widdecke, Lank Majors, James K. Wilson, Frank Heller, Henry E. English, W. Ray Montgomery, and R. L. Dillard, Jr. The groups are divided in turn into teams, headed by captains.

In launching the drive, Mr. Garrett

appealed to the workers to make every effort to reach their quotas of new memberships at the earliest possible time.

"As the Dallas Chamber's activities ramify into more and more channels of community service, as its general program becomes more and more representative of the whole community and its well being, so too is there a need for new members to keep pace with the widening scope of operations.

"We are singularly fortunate in the kind of a Chamber we have, and it is the sort of organization furthermore that will continue to improve as it continues to grow. We hope business men and industrialists who do not already belong will take due note of the invitation now being tendered them, and of the quality of the organization that tenders it.

"The Dallas Chamber is successful in its program only because some 4,000 members with a desire to make Dallas a better place in which to live and to work continue to pool their knowledge and skill, their time and money, to make possible those things which contribute to a better Dallas, those things which a whole lot of people think just happen."

FRED N. DICKERMAN has been advanced from assistant chief engineer to chief engineer for Chance Vought Aircraft of Dallas. RAYMOND C. BLAYLOCK, formerly chief engineer of Curtis-Wright Airplane Division of Columbus, Ohio, has become chief of design for Chance Vought.

"60 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors

Our 60 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366



SERVING 50 YEARS OR MORE DALLAS

FEATURED on the following pages of this section are firms which have served the Dallas Southwest for a half century or longer.

Through years of prosperity and adversity, these firms have carried on... helping to build Dallas from a village... to a city... to a metropolis.

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Dallas Pioneers

The Story of the Combined Growth of Dallas' Long-Established Firms Parallels the City's Development as a Major Metropolitan Center

BACKBONE and heart of Dallas' growth—and of the effectiveness of Dallas Chamber of Commerce—are the city's pioneer firms, whose long and successful records point up the economic power and stability of the community.

Concerns like Padgitt Bros. Company and the Schoellkopf Company, Sanger Bros. and E. M. Kahn & Company, Chas. L. Dexter & Company and Trezevant & Cochran, and many another which has been serving Dallas 50 years or longer, are representative of tremendous business strength and a high potential for further civic and industrial accomplishment.

The story of Dallas' truly fabulous growth is largely the composite story of the growth of its pioneer firms which

have helped to build the city through the years. These business veterans have contributed much to the progress in the past. Together with the younger firms and the newcomers, they provide a stability that will be vital to the city's continued growth in the future.

In paying tribute to Dallas' pioneers, space limitations have made it necessary for this section to be made only a cross-sectional presentation based on what material was available at press time and the desire of the staff of DALLAS to make this account diversified.

Padgitt Bros. Company. Celebrating this year its eightieth anniversary, Padgitt Bros. Company was founded by Terminal Merchant Jesse D. Padgitt, whose two sons—Robert E. Padgitt and

Durrell Padgitt, Sr.—are today operating the firm. The first Padgitt shop was on the courthouse square, where Jesse Padgitt and his brothers manufactured saddles, harness, and holsters. Padgitt's still make some of the best western saddles to be found on the market, but from its saddle business the firm has expanded to six departments, with luggage and sports equipment as major lines.

Durrell Padgitt, Jr., secretary-treasurer of the company, represents the third generation Padgitt in the business. The oldest employee in point of service is H. C. Fallon, who started with the firm in 1893.

The Schoellkopf Company. In the same year that the Padgitt firm was founded—1869—another saddle, collar,

"...not what we gain, but what we do"

—CARLYLE.

The company which consistently serves the public best knows that maintenance of high product standards and integrity in business relationships must come before the company can profit. This policy inevitably creates wider public acceptance—by folks all over the Southwest who know that the name "White Swan" on the label of any food product is their assurance of finest quality at a fair price. Waples-Platter Company is proud that this acceptance is the result of the high standards our company's founders established, back in 1872 ... proud too that through all our 77 years of active operation, Waples-Platter Company has made steady progress toward the goal of ever-improved service to the families of the Southwest.

WAPLES-PLATTER COMPANY

DALLAS, TEXAS

FORT WORTH ABILENE AMARILLO DENISON GREENVILLE LUBBOCK MEMPHIS
ODESSA VERNON WACO ADA, OKLAHOMA CLOVIS AND ROSWELL, NEW MEXICO

A DEPOT-TYPE STOVE was a central fixture in the busy office of the Dallas Transfer & Terminal Warehouse Company at Young and Austin Streets when this early day photograph was made. In addition to doing heavy hauling with horse-drawn drays, the firm had an extensive baggage transfer and taxi business.



and harness business had its beginning when George H. Schoellkopf came to Texas from New York to buy buffalo hides for an Eastern tanner and expanded his activity by becoming a distributor of leather and shoe findings. Soon afterward he became a harness maker. Locating first near the courthouse square, he later moved to Elm and Griffin and had his home next door to his business. Growth made additional space necessary by 1890 and he moved to Jackson Street, east of Lamar, where the Schoellkopf building has been enlarged gradually until it is now eight stories high.

The company has followed the trend of transportation and expanded from its saddle and harness business to a manufacturer of automobile seat covers and a distributor of auto parts and accessories. Schoellkopf added an appliance department in 1927, a hardware and sporting goods division in 1928, has enlarged its leather goods division since World War

II, and this year has become distributor for Youngstown kitchen cabinets. Operating executives of the company today include J. Fred Schoellkopf, Sr., president; Hugo W. Schoellkopf, Sr., J. Fred Schoellkopf, Jr., and G. O. Moore, vice presidents; Herman T. Biar, vice president and general manager; and G. A. Nettleton, secretary and treasurer.

Dallas Railway & Terminal. Dallas' first street railway company was incorporated May 22, 1871, as the Dallas

City Railroad Company, having been granted a franchise by the Texas Legislature to operate a street car line on Main Street from the Houston and Texas Central Railway station east of Preston Street to the courthouse and the Crutchfield Hotel. The line started with two wooden cars pulled by small Mexican mules, which kept out of the mud by running on narrow planks laid between the rails. This line was $1\frac{1}{8}$ miles long and each trip took 30 to 45 minutes.

The company was financed by 20 local



... why dallas?

Frontier towns in North Texas sprouted overnight, but the settlers of Dallas, by working together and making the most of opportunities, produced a contagious spirit that insured prosperity for their town.

The first mule car line 77 years ago was started by that spirit, just as its modern counterparts in public transit remain in the vanguard of Dallas progress.

Why Dallas? Men of vision, of spirit — there is the answer. The present pioneers the future, just as the mule car was the prototype of today's streamlined streetcars, buses and electric coaches.

DALLAS RAILWAY & TERMINAL COMPANY

for over

80

years

*Serving Texas
and the Great Southwest....*

the
Schoellkopf
COMPANY

**JACKSON AT LAMAR • DALLAS
DISTRIBUTORS • WHOLESALEERS**

Hardware	Home Appliances
Implements	Floor Covering
Implement	Sporting Goods
Repair Parts	Automotive Supplies

MANUFACTURERS OF

JUMBO

**SADDLERY
HARNESS
FABRIC GOODS**

**AUTOMOBILE SEAT COVERS
GUN CASES
LEATHER SPECIALTIES**



businessmen, each of whom invested \$500 in the project. At that time the population of Dallas was under 5,000. During the period from 1872 to 1902, public transportation companies in Dallas multiplied almost over night, operated a year or so, and then quit business. They went through many reorganizations until finally in 1902 Stone & Webster acquired control of all the lines in Dallas and operated them until 1917, at which time control was acquired by Electric Bond & Share interests who remained in control until 1946. In January of that year the controlling interest, represented by its common stock, was sold to the public and the present Dallas Railway & Terminal Company is now owned by about 1,600 stockholders, many of whom reside in Dallas. Dallas Railway's present managers include W. R. Burns, president and general manager; B. R. Brown, vice president in charge of construction and maintenance; L. W. Lunt, vice president and secretary; G. I. Plummer, vice president in charge of transportation; L. W. Tate, vice president and personnel director; and Phil Kirchhaine, treasurer.

Sanger Bros. Founded in 1857 when Isaac Sanger left New Orleans by stage coach in search of the opportunity he felt sure existed in the fabulous new land of Texas and opened for business November 7 in McKinney, Sanger Bros. department store has been a Dallas institution since 1872. Prosperity of Mr. Sanger's store at McKinney soon justified expansion and the name of Sanger was added to the business life of Weatherford and Decatur. In the late 50's his two brothers—Lehman and Phillip—opened a store at Millican, in Brazos County, where ox-trains met the Houston and Texas Central railhead. As the railroads moved inland, so did Sanger Bros., with stores at Bryan, Hearne, Calvert, Kosse, Bremond, Groesbeck, and finally at Corsicana, the latter in 1871. Sanger Bros. had opened, meanwhile, a New York office in 1869, at which time two other brothers—Philip and Alexander—joined the Sanger team. Philip and Alexander Sanger came to Dallas from Corsicana in 1872 in a buggy and rented a

building on the courthouse square. Thus was located the Sanger Bros. of today.

Within the first year of the launching of their Dallas enterprise, the Sanger brothers bought a lot on Elm Street, 50 by 100 feet, and soon were operating in a one-story frame building of their own which they feared at first might be too large. By 1900 the store had occupied a two-story and basement building, 100 by 200 feet, on Main, Elm, and Lamar. In 1901 a six-story and basement building of gray pressed brick with terra cotta trimming was erected on the west half of the Main Street front. In 1907 an eight story and basement building was erected on Main and Lamar. In 1910 an eight story and basement structure was built on Lamar and Elm, two stories were added to the 1901 building, and a ninth story, 75 by 85 feet, to give light and ventilation completed the structure. The purchase in 1918 of the Trust Building on the west established the store on an entire city block—Main to Elm and Lamar through to Austin. E. P. Simmons is president of Sanger Bros., which today has 135 distinct departments.

E. M. Kahn & Company. When Emanuel Meyer Kahn opened his store on February 1, 1872, near John Neeley Bryan's cabin site, he had a 25-foot frontage on what was then known as "the square" on Main, just west of Austin Street. He moved within a year a few doors east, still on the south side of Main, between Austin and Lamar, and on October 12, 1874, the business took up its third location (part of the present one) on Elm Street, one door east of Lamar. Within a few months the store occupied a 50 by 100 foot area at the corner of Elm and Lamar and gradually spread out until it now is located on Elm, Main, and Lamar. Thus this retail store has continued to prosper in a location never more than a block from its original site, despite changes in the skyline and the great development of Dallas from a mud-ridden village into a bustling metropolis. The store still continues as the business of the Kahn family.

Although founded as a men's store, boys' apparel was soon added, and later a women's department was established. Expanding business in the latter department has led to an increase in space this year for women's apparel by the addition of the second floor of the adjoining store on Elm, just east of the main store. Laurence S. Kahn succeeded to the presidency of E. M. Kahn & Company after his father's death in 1923 and served

1869-1949



80 YEARS IN TEXAS

As Texas has progressed for the past 80 years, so has the pioneer Texas institution of Padgitt Brothers. Beginning in 1869 with two small saddle shops in Bryan and Corsicana, Padgitt Brothers Company has grown until today the company owns its own five-story, block-long building at 1020 Commerce Street, Dallas.

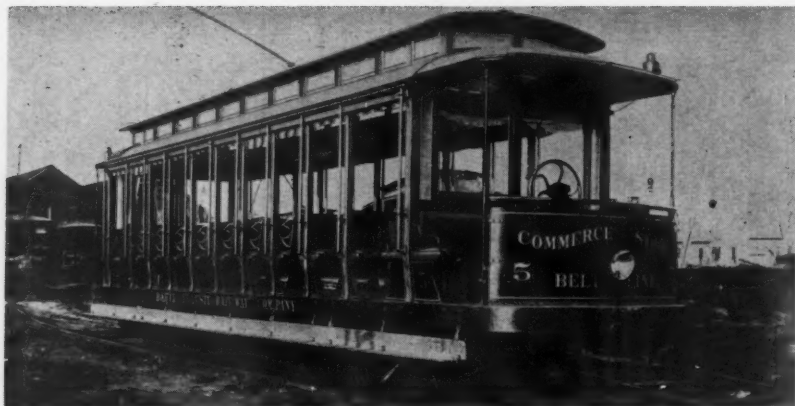
The history of Padgitt Brothers is closely related to the early development of Texas, is filled with the treasured memories of pioneer men and institutions. Since early pioneer days, the name Padgitt has stood for fine quality. Padgitt saddles, harness, luggage and leather goods are the choice of men who know and appreciate fine leathers. Padgitt Brothers serves not only Texas, but the entire great Southwest.

Today, just as they have for 80 years, people look to Padgitt Brothers for fine quality, expert craftsmanship and the assurance of long-time dependability and service that the name Padgitt stands for.

PADGITT BROS.

1020 Commerce Street . . . Dallas

"Fine Leather Goods Since 1869"



THIS "SUMMER TROLLEY" was a 1906 model on the old Dallas Commerce Street Belt Line. Mule-car operations gradually gave way to electric-power propelled cars, beginning about 1893. The first gasoline operated buses were used to supplement streetcar operations in 1926. In 1945 Dallas saw its first fleet of the quiet P.C.C.-type streetcars and the electric-power buses.

until his death in 1947. Present Kahn officers include Louie N. Bromberg, president; Eugene Kahn Sanger, first vice president; Morton H. Sanger, executive vice president; A. Robert Beer, treasurer; Hyman M. Tobolowsky, secretary; Howard F. Elliott and W. L. Robertson, assistant secretaries.

Huey & Philp. The founders of Huey & Philp Hardware Company—Joseph Huey and Simon Philp—opened a store in June, 1872, under the name of Huey and Philp in a small, one-story box house on Elm Street with a 25-foot front. Mr. Huey had been a hardware merchant at Navasota and had followed the common practice of moving his store farther along the railroad line as its construction progressed. Mr. Philp had got his first job in 1867 as a clerk in Mr. Huey's store at Bryan and, when the railroad came to Dallas in 1872, prevailed upon Mr. Huey to open a store in Dallas.

The two partners prospered and a few years later moved into a two-story brick building on Elm not far from the original location. They continued there until they bought their own building at Elm and Griffin Streets in 1881. The partnership was incorporated as the Huey & Philp Hardware Company in 1896. For many years, the firm did both a wholesale and retail business but today is exclusively a wholesale hardware and hotel supply house. The wholesale hardware division at Griffin, Corbin, and Munger Streets contains approximately 160,000 square feet of floor space, and, with 30 road salesmen, serves hardware dealers in Texas, parts of Oklahoma, New Mexico, Louisiana, and the Republic of Mexico. The hotel and restaurant supply division at Griffin and Pacific has stores at Houston and Fort Worth. Present officers of Huey & Philp include J. E. Ziegelmeyer, president; and George Roseburg, executive vice president and general manager.

Trezevant & Cochran. Frequently called the insurance kindergarten because



SINCE 1872

featuring

NATIONALLY KNOWN
BRANDS OF QUALITY
MERCHANDISE

77TH
ANNIVERSARY YEAR

MANUFACTURERS AND
DISTRIBUTORS OF
**HOTEL AND RESTAURANT
EQUIPMENT AND SUPPLIES**

HUEY & PHILP
HARDWARE COMPANY

Exclusively Wholesale

HOUSTON

— DALLAS —

FORT WORTH





INTERIOR VIEW shows early day store of Linz Jewelists when the firm was housed in the Linz Building at Main and Martin Streets, now known as the Rio Grande National Life Building.

it has trained so many of the Southwest's leading insurance men, the general agency of Trezevant & Cochran was founded March 1, 1876, by J. T. Dargan and J. T. Trezevant under the firm name of Dargan & Trezevant, Sam P. Cochran joined the firm in 1883, and, when Mr. Dargan retired in 1888, the agency adopted its present name. In the beginning, the firm served as manager for one insurance company—the Fire Association of Philadelphia—in two states. Today it serves as general agent for nine companies and operates in Texas, Okla-

homa, Arkansas, and Louisiana. J. O. Smith, who became a member of the firm in 1934, and his son, J. O. Smith, Jr., are the present owners and managers of the firm.

Dallas Transfer. Dallas Transfer & Terminal Warehouse Company began business in 1875 as a baggage and cab concern known as the Dallas Transfer Company. Familiar to early-day residents were the company's yellow-painted wagons, floats, and cabs drawn by horses wearing brass trimmed harness. By 1890



'Way back in 1892 A&P opened its first red-fronted store in Dallas at 294 Elm Street.

**For 57 Years A & P Has
Been Serving Dallas
With More and Better
Food For Less Money**

Today A&P has 26 conveniently located food stores and Super Markets in Dallas.

- 4304 Bryan Street
- 4001 Cedar Springs
- 1814 Forest
- 2730 Samuell Boulevard
- 3614 Greenville
- 107 East Jefferson
- 4528 McKinney
- 1819 Second Avenue
- 900 Vermont
- 6901 Snider Plaza
- 1931 Skillman
- 1314 West Davis
- 2413 Ross Avenue
- 8024 Denton Drive
- 1705 South Ervay
- 1103 Hampton
- 919 West Jefferson
- 5011 Lemmon Avenue
- 5516 Lovers Lane
- 2727 Lancaster Road
- 2025 Fort Worth Avenue
- 2005 South Beckley
- 4846 Gaston
- 1918 West Jefferson
- 2823 Live Oak
- 1710 Pine Street

DALLAS' OLDEST RETAIL STORE

congratulates

THE DALLAS CHAMBER OF COMMERCE

on 75 years of fine civic work

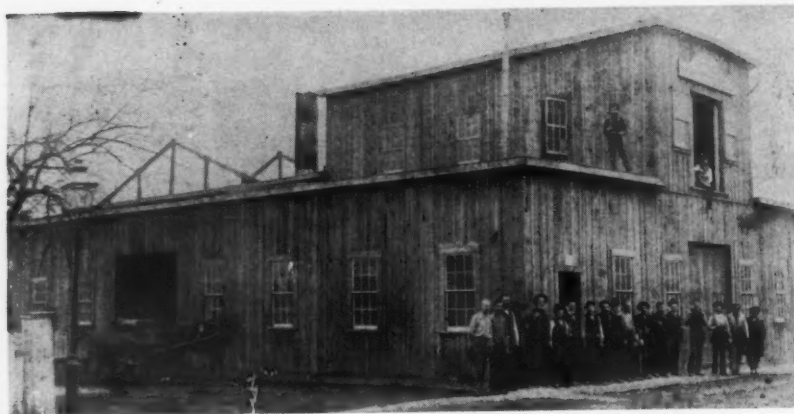
As a two-year-old, we were present at your birth and we've watched you grow with the city you helped to create. May your next seventy-five years be as great.

E • M • KAHN & CO •

MAIN AND ELM AT LAMAR



**SUPER MARKETS
and
FOOD STORES**



THIS PLANT, left, housed the Masher Steel Company in 1888 and was located on a site at the corner of Ross Avenue and Carter (now Laws) Street. Shown standing in the door of the shop with some of the firm's workers of that year is Theodore Mosher, founder of the concern, known then as The Masher Manufacturing Company.

the company was doing a thriving baggage business and had baggage checkers on all railroads entering Dallas. It began doing a general transfer business in the 1890's and in 1912 entered the public warehouse field, occupying a building at Poydras and Young Streets known as the John W. Simmons Building with some 60,000 square feet of floor space. When the Santa Fe Building was completed in 1924, Dallas Transfer occupied new quarters which increased its warehouse space to 270,000 square feet. Today the company is operating four warehouses, combining storage, display, and office space of 390,000 square feet. In addition to public commercial warehousing and storage of household goods, the company operates a fleet of some 60 trucks making deliveries of carload pool car shipments, deliveries of merchandise for freight forwarding companies, local and long-distance moving of household goods and office furniture, and movement of heavy equipment and machinery. This year, the firm has expanded its warehouse space by 50,000 square feet and has modernized and air conditioned 30,000 square feet of office and display space. G. K.

Established **1884**

PIONEER

PAPER

HOUSE

OF THE

SOUTHWEST

TEXAS PAPER CO.

Dallas

Exline-Lowdon Co.

PIONEER

Lithographers
Printers
Planographers

(Established 1892)

Lithographing
Planographing
Offset Printing
Color Letterpress Printing

1818 South Ervay
Harwood 2177

Furnishing Dallas with Quality

ROOFING

1874

75

1949

YEARS

You can rely on the quality of our materials and our craftsmanship to give long-lasting protection.

We insist on personalized supervision on all work. We specialize in tar and gravel, asphalt and gravel and composition shingles for both industrial and residential construction. Asbestos, cement siding and corrugated asbestos siding! Call Dougherty next time for an estimate!

Dougherty Roofing Co., Inc.

601-605 First Avenue
TERMS IF DESIRED
Member U.R.C.A.

For Roofs That Last

Victor 4-4591
Victor 4-4592
Victor 4-4593

1876

OLDEST AGENCY IN DALLAS

1949

SEVENTY THREE YEARS DEPENDABLE INSURANCE SERVICE

The Seventies were significant years in Dallas' Development. In 1872...the First Railroad Train entered Dallas. In 1874...the Dallas Chamber of Commerce was founded. In 1876...the CHAS. L. DEXTER AND CO. opened its doors in Dallas, a town of only 4,000. This year the Dexter Agency completed Seventy-three Years of Service to the people of Dallas.

During almost three-quarters of a century it has been our privilege to work with the builders of Dallas. It has also been our privilege to have a part in the development of the insurance business ...from the days of no published rates...and no supervision...to the scientific system of present-day protection.

As the Oldest Insurance Agency in Dallas and one of the oldest in the Nation, we take pride in the reputation we have built for dependability and fair dealing. We look forward to the future development of Dallas and the Great Southwest...in the hope that this agency may continue to better serve the people of Dallas in keeping with the sound policies that have been proved through the years.

Established — 1876

CHAS. L. DEXTER & Co.

DALLAS

Weatherred, president, and C. E. Bradley, vice president, are associate managers of the company. E. D. Balcom is chairman of the board, and R. M. Was-kom is secretary and treasurer.

First National Bank. Hides, wool, and

pelts were as good as gold as a medium of exchange when Captain W. H. Gaston and A. C. Camp set up a private banking partnership in 1868 which led to the founding of the National Exchange Bank in 1872. From the National Exchange,

AUSTIN BRIDGE COMPANY

Dallas • Houston

BRIDGES—*for Highways, Railroads, Industries—*Foundations, Pile Driving, Dams, Docks, Paving, Grading, Industrial Plants, Manufacturers.



Affiliated with

Austin Road Co. — Austin Contracting Co. — Servis Equipment Co. — Austin Building Co. — Coastal Construction Co.

Since 1889

BRIDGING THE SOUTHWEST



FIRST OFFICE on Main Street of the 73-year-old Dallas insurance general agency of Trezevant & Cochran is pictured above as it looked when occupied by the firm back in the 1870's.

after a series of strengthening consolidations through the years involving 18 banks, has emerged the First National Bank in Dallas, which will celebrate its seventy-fifth anniversary next year. The last consolidation was in December, 1929, when the City National Bank and the American Exchange National Bank merged to form the present institution.

LYON-GRAY
LUMBER COMPANY
Neighbors Since '76

Lyon-Gray service to homeowners has been a sign-post of quality and dependability for almost three-quarters of a century! Since '76... we've been "neighbors" to thousands of Texans... helping them remodel, repair... or build anew. We maintain a vast stock of nationally known and preferred building materials and supplies for your convenience... and we are always happy to help in any type of building problem you might have. As an added convenience, we offer our Budget Plan... with payments to fit your individual requirements. Visit us soon... Won't you?

3701 Main St., Dallas • 216 E. Jefferson, Oak Cliff
... and 22 other yards throughout North Texas

73 years
DEPENDABLE SERVICE
TO
TEXAS HOME OWNERS



Nathan Adams, who joined the National Exchange as a clerk in 1889, is now chairman of the board of First National. Edgar L. Flippen is president.

Linz Jewelers. The pioneer business team of Linz brothers—Joseph, Simon, Ben, and Albert—came to Dallas from Sherman in 1891 with their jewelry business and gave the city its first skyscraper. Between the time of their arrival and their occupancy of their new seven-story building at Main and Martin Streets, they had quarters on the second floor of the old Thomas Building near where the Hotel Adolphus Bar now stands and later in the Cockrell Building, site of today's Republic National Bank. Previously a watchmaker's assistant, Joseph Linz had started the business with the opening of a modest store in Denison in 1877. In moving down the line to Sherman, he was joined first by Simon Linz and later by the two other brothers.

Linz Brothers opened its doors on the first floor of its Dallas skyscraper during

the 1899 State Fair of Texas. For a time the tallest fireproof structure in the South, its railed-in roof garden was a favorite spot for the city's visitors to go to get a bird's-eye view of Dallas. The company later erected quarters in back of the Linz Building for a wholesale business. This structure is now the Dallas Chamber of Commerce Building but for a time, after the sale of the Linz wholesale interests, it was occupied by the Federal Reserve Bank. It was then that a Dallas punster commented: "Linz has more money behind it than any other Jeweler in America." The firm moved in

1940 to its present quarters at 1608 Main, which it plans to remodel in 1951 to include the space now occupied by Marlow's at 1610 Main. Today's officers of the firm are Clifton M. Linz, president; Asher M. Kahn, vice president; and Clarence Badt, secretary and treasurer.

National Bank of Commerce. With the private bank of Flippen, Adoue & Lobit, started in 1873 by W. H. Flippen, Sr., J. B. Adoue, Sr., and Sam Lobit of Galveston as its forerunner, the National Bank of Commerce opened its doors for business in its present building at Poy-

Sales

Service

CHAS. OTT, Inc.

MASTER LOCKSMITHS

Safes

Records Protection

Vault Doors

Serving the Southwest Since 1876

909 ELM STREET

DALLAS

growing with dallas and texas

Since 1876



Trained Decorators in attendance at all times for consultation. Avail yourself of this service. It is available free of charge to all Fakes' patrons.

Fakes & Company
FURNISHING TEXAS HOMES SINCE 1876



*The integral ingredient
of diamonds and Diamond Jubilees*





dras and Elm in 1878 and was called "the finest bank in North Texas." Reminiscent of the ornate buildings in the bankers' former home, Galveston, and in old France was the solid walnut interior with mother-of-pearl inlay. The bank was nationalized in 1889 as the National Bank of Commerce and absorbed the firm of Flippen, Adoue & Lobit in 1891. The bank now has plans in preparation for remodeling of its quarters to include a modernized front. J. B. Adoue, Jr., Dallas city councilman, succeeded his father as president in 1924.

Leachman's Laundry. George S. Leachman, who is concluding his sixty-fifth year in the laundry field, believes himself to be the oldest man in Dallas who is still operating a business he founded. Mr. Leachman, who first worked as a mail clerk in the postoffice after coming to Dallas from Martinsburg, Mo., while still a boy, started his laundry in 1884 in the old Grand Windsor Hotel annex. He recalls that, although he had two larger competitors, his laundry business totaled \$86 the first week and at the end of the first year he was doing the largest volume of business of any laundry in Dallas.

In 1889, a three-story-and-basement building was erected on Live Oak Street, which the laundry occupied for 30 years. He erected his first building on Hickory Street in 1914, and today Leachman's Laundry occupies practically two city blocks and has five substantial buildings to take care of its business. Having owned the second car to be brought to Dallas, Mr. Leachman is probably the oldest automobile driver in the city. His first vehicle was a White Steamer, which he bought from Colonel E. H. R. Green. Long active in civic projects, Mr. Leachman several years ago felt that Dallas children needed wading pools and had two constructed at his own expense. There are now some 36 wading pools for little children in the parks of Dallas.

Chas. L. Dexter & Co. When Chas. L. Dexter & Co. (then the George J. Dexter & Co.) opened its doors in 1876, Dallas was a town of only 4,000 and practically the only insurance written was fire insurance. The Dexter agency was founded by George J. Dexter, who was named

1878--1949

PIONEERS IN BANKING



Staff of the National Bank of Commerce in 1892—Left to right, J. W. Henry; D. W. Carnes, Assistant Cashier; J. B. Adoue, President and Founder, and J. D. Estes.

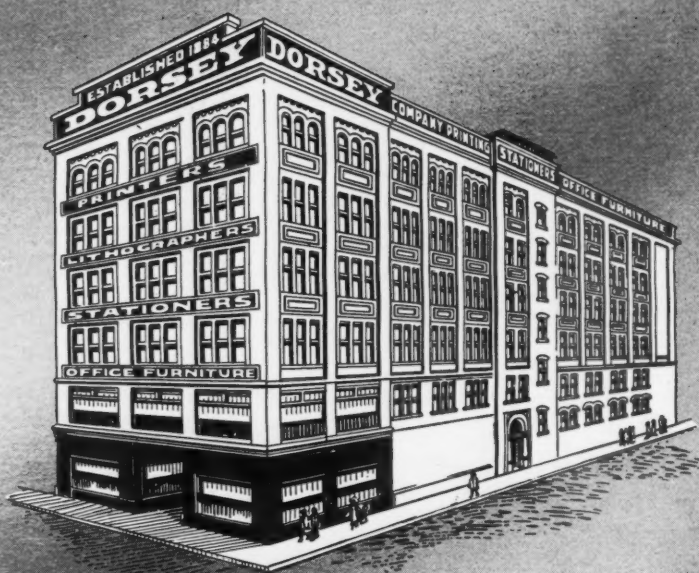
For more than 70 Years—this Bank has been serving the Dallas Southwest. Organized in 1878—it has kept pace with progress and held a reputation for Dependability through periods of Prosperity and Depression. Today—it is still serving at the same location—under the same management.

J. B. ADOUE, JR., *President*

THE NATIONAL BANK of COMMERCE

Member Federal Deposit Insurance Corporation

THE DORSEY COMPANY DALLAS



SERVING THE SOUTHWEST
SINCE 1884

STATIONERS • LITHOGRAPHERS • PRINTERS
OFFICE FURNITURE

The Business Man's Department Store



local agent for the Fire Association of Philadelphia, which the agency still represents. Two years later he was joined by his brother, Charles L. Dexter, Sr., who bought the business in 1894 when George Dexter became manager of two Canadian firms. In 1907 the owner took his son, George L. Dexter, into the agency, and in 1912, Charles L. Dexter, Jr., became a member of the firm. Since then the ownership of the agency has remained unchanged and is under the direction today of George L. Dexter and Charles L. Dexter, Jr. Few firms in Dallas are older than the agency, but the Dexters still carry insurance on a number of risks that date back to 1876, the oldest being the Padgett Bros. Company.

L. Philipson Cigar Company. First wholesale cigar distributor in the Dallas area was the L. Philipson Cigar Company, which set up shop in 1875 at the corner of Main and Akard where the Southwestern Life Building now stands. As was the custom of the period, Mr. Philipson did both a wholesale and retail business and remained at the Main and Akard location until it moved to South Ervay Street when the Sanger Hotel Building was opened. It was then that Mr. Philipson's two sons, Max and George, entered the business as partners. Still a leading distributor of cigars including such nationally known brands as Flor de Melba, Webster, Cuesta Rey, Tom Moore, and John Ruskin, L. Philipson is today located at 1918 Commerce and the present partners are Walter Lipps, Mrs. Max Philipson, and Mrs. Walter Lipps.

Nicholson Seed. A seed business started in 1880 by Robert Nicholson while a young man has developed into a twin operation known today as the Robert Nicholson Seed Company and Nicholson's Seed Stores. From a single store at a small uptown location on approximately the site of the Palace Theater on Pacific, the business has grown to its present wholesale department and three retail outlets. The latest outlet was added this year at 1924 Skillman in the Skillman shopping area. After opening his store, Mr. Nicholson set up a partnership and later withdrew and carried on the business under the name of Robert Nicholson Seed Company. Officers of the

Robert Nicholson Seed Company today are Mrs. Robert Nicholson, president; and A. J. Biggio, Sr., vice president. Officers of Nicholson's Seed Stores are Mrs. W. S. Simkins, president; A. J. Biggio, Jr., vice president; and Mrs. Robert Nicholson, secretary-treasurer.

Gibbard Investment. When founded in 1880, the Gibbard Investment Company was one of the first Texas investment firms to represent out-of-state and foreign insurance companies, which it

interested in lending money on Texas real estate, principally farms. Today the firm is chiefly a real estate management firm. It handles various estates and also deals in real estate sales and leases. The firm was founded by J. J. Gibbard and was developed under the direction of W. W. Gibbard, whose chief interest for many years was his work as chairman of the Highway Committee of the Dallas Chamber of Commerce. Larry Gibbard directs the business today.

1893

1949

NICHOLSON'S SEED STORES

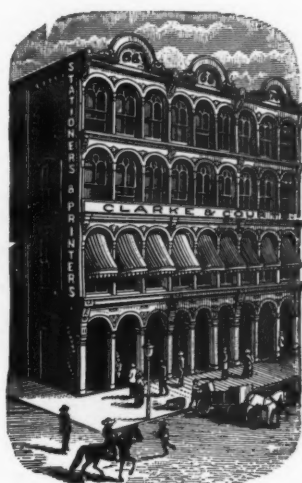
Serving Dallas for 56 Years

THREE MODERN STORES TO SERVE YOU

No. 1
817 Elm

No. 2
No. 16 Highland Park Village

No. 3
1924 Skillman



Texas' FIRST Stationer

In 1857, in the newly created State of Texas, Miles Strickland opened a stationery store in Galveston. From that modest beginning grew Clarke & Courts.

Today—nearly 100 years later—Clarke & Courts is serving Texas from five cities. We are happy to have been a part of the growth of Dallas, and look forward with interest toward the next seventy-five years.

CLARKE & COURTS

1506 YOUNG

DALLAS

R-8836

Houston • Galveston • Harlingen • Beaumont • Lafayette, La.



Awarded by The Franklin Institute for Discovery, Invention, or Development in Physical Sciences

RESEARCH REPORT

NUMBER THREE

**ON THE PROGRESS OF MAKING DRY SEPARATIONS
BY SPECIFIC GRAVITY THROUGH AIR-FLOTATION**

COMPILED FROM SIXTY-ONE YEARS OF SPECIALIZED EXPERIENCE IN SEPARATIONS

To recover clean mica
from low grade ore.

Solution:

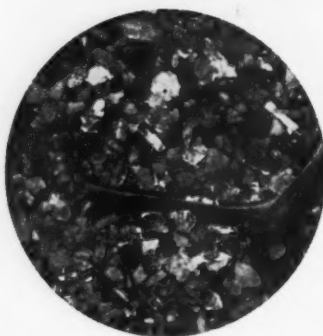
S S & S Process—Air-Flotation.

Here is photographic evidence* illustrating another successful application of separation by specific gravity through air-flotation.

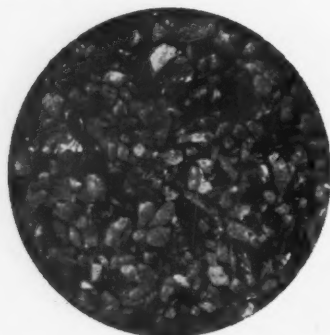
The efficiency with which Sutton equipment was used here to recover clean mica from material composed of mica and gangue also emphasizes the engineering and economical feasibility of applying the S S & S Process for the separation of virtually any type of dry granular particles from a component of varying bulk density.

Check into your own plant operations with imagination. Sutton equipment is doing a big job for virtually every type of industry. It could be your answer, too.

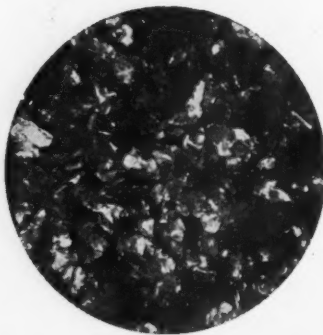
*Unretouched photographs taken during pre-delivery tests.



"CRUDE AS RECEIVED" was composed of mica and gangue. Bulk of the material ranged from $\frac{1}{4}$ " down to +20 mesh.



PRODUCT NO. 1, consisting of gangue particles, was separated out at the "heavy" end of the Specific Gravity Separator deck.



PRODUCT NO. 4 consisted of clean particles of mica, and was removed at the "lighter" end of the Separator deck.

LITERATURE AVAILABLE

Tell us about your separating problem. Let us check it against our testing laboratory records which cover hundreds of successful separations. In the meantime, we will forward literature giving a general description of the S S & S Process. Address information to:

DEPARTMENT A

**SUTTON, STEELE
& STEELE, INC.**
1031 SOUTH HASKELL AVENUE
DALLAS, TEXAS, U. S. A.

Dallas, Chicago, Des Moines, Minneapolis, New York City, Pittsburgh, San Francisco, Columbus, Ga., Jackson, Mich.
Foreign: Winnipeg, Canada; San Paulo, Brazil; London, England.



The Dorsey Company. When youthful James A. Dorsey, still in his teens and with a shirt tail of type, rolled a single wheelbarrow load of equipment into modest quarters on Elm Street in 1884, he set in operation a print shop which soon expanded into larger quarters farther up Elm and developed into a printing, engraving, embossing, lithographing and book binding business, supplemented by an office stationery sales department and an office furniture store. His brother, Henry Dorsey, joined the firm to manage the manufacturing department. After a fire wiped out their plant early in 1902, the Dorsey brothers found it necessary to get back in business in several locations because no suitable single building was available. A room on the second floor of the National Bank of Commerce Building was rented for the general offices and accounting department. Later in the year, however, ground was broken for the present six-story-and-basement building at Commerce and Poydras. The new plant was opened January 1, 1903, with new machinery and a new stock of merchandise. Henry Dorsey, Jr., is president and general manager of the firm today.

Texas Paper Company. Founded in 1884 by Rudolf Liebman, the Texas Paper Company was Texas' first paper concern. Mr. Liebman had come to Dallas as a young man and had spent his first night at the Grand Windsor Hotel. The next day he began a career in the paper field that he concluded last June when he retired from the active management of the Texas Paper Company after 65 years of continuous service. Originator of the useful Dixie cup and other products, the firm erected its present home at 1200 Patterson in 1900. On December 1, Texas Paper will move to new, modern quarters at 2501-7 Cleveland, which will provide 50,000 square feet of space on one floor, with trackage.

Mosher Steel Company. First known as the Mosher Manufacturing Company, Mosher Steel Company began operations in 1885 in a plant on lower Ross Avenue. Founded by Theodore Mosher, the firm confined its activity chiefly to general machine shop and foundry work and the repair of steam engines. Much of its foundry business was the casting of iron

Record-Breaker

A report to the business leaders who made possible
history's most worthwhile gathering of rural youth!

From the piney woods of East Texas they came... from the grasslands of West Texas... from the lush areas of the South... from the blackland regions of North and Central Texas. Healthy, blue-jeaned, plaid-shirted youngsters—the cream of Texas' rural youth!

Many began their rail and highway trek to Dallas hours before the sun burst on a brilliant October day... and they arrived 75,000 strong—nearly half of all the 4-H Club boys and girls, Future Farmers and Future Homemakers in Texas.

They made Rural Youth Day at the 1949 State Fair of Texas the largest event of its kind ever held in the U. S.

Once inside the Fair, they had fun. But, like most convention goers, they had their serious moments, too. They compared notes, exchanged information and opinions about their work. They broadened their perspective and interests.

They found out what had been going on. They gained valuable "know-how." They learned how to profit from the ex-

Departments, the Fair's Rural Youth Committee, and other groups had been working for years.

But a major part of the credit for the success of the day itself must go to the Dallas Chamber of Commerce and business leaders who generously provided the lunch which these youngsters will not soon forget... who sponsored and paid



Texas' outstanding 4-H Club girls were honored at Rural Youth banquet, October 14. Future Homemakers were similarly honored.

for the magnificent banquet on October 14 honoring the state's 50 outstanding Future Farmers, Future Homemakers and 4-H Club boys and girls.

Rural Youth Day was inaugurated at the Fair in 1946, and has grown from a healthy start that year when approximately 30,000 youngsters responded.



State's leading Future Farmers were honored at Rural Youth banquet. Outstanding 4-H Club boys were also honored.

perience of each other. In short, they became better business men, homemakers, farmers, ranchers and citizens.

It was the most worthwhile gathering of rural youth ever held anywhere.

To make it possible, the Texas A. & M. College Extension Service, the State Vocational Agricultural and Homemaking



School buses brought youngsters from 200 of Texas' 254 counties to Rural Youth Day at the State Fair of Texas, October 15, 1949.

The day is a tribute from the Fair and from Dallas business leaders to the next generation of Texas farmers and ranchers. The sights these youngsters see and the information they obtain on this day broaden their vision, their knowledge of trends in agriculture, livestock, poultry, and modern life in general.

Is it worth it?

The answer is given in a note of thanks by the state president of the Future Homemakers, Betty Jo McDonald, of Rosenberg, one of the young ladies honored at the banquet:

"Your work in rural youth activities has always been proof of your interest in youth; your interest gives encouragement to the members of our organization and makes them work harder toward their goal of 'a better tomorrow'."



Ample free lunches, served by Boy Scouts of Circle Ten Council and Girl Scouts of Dallas, helped make this day one to live in memory a lifetime.

STATE FAIR OF TEXAS ★ DALLAS

DALLAS • NOVEMBER, 1949

A Picture of Health



Truett Memorial Hospital

as it will appear when completed by Thanksgiving of next year

...Helping Build a Greater Dallas Southwest

The present expansion of Baylor Hospital has been achieved through the confidence, loyalty, and generous support of the people of Dallas and the Southwest. With 850 hospital beds, the most modern and complete equipment, and the already outstanding Medical Staff—we show our thanks by providing A GREATER HOSPITAL FOR A GREATER SOUTHWEST.

Each year thousands of Southwesterners travel to Dallas for medical treatment because Dallas has taken its place as the medical center of the Southwest, with Baylor Hospital as its nucleus. Thousands of visitors to Dallas means a spur to business activity in the Dallas market. A major industry, safeguarding the health of the Southwest and building business for Dallas. Baylor Hospital... a picture of health.

BAYLOR HOSPITAL

40 Years of Service

Wm. Buchanan Blood Center

**Florence Nightingale
Maternity Hospital**

Truett Memorial Building



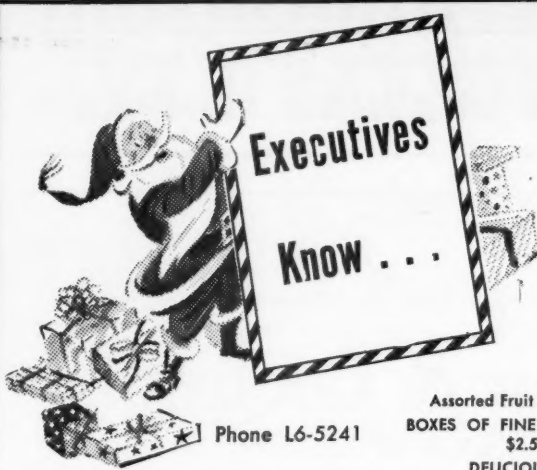
FOUNDER of the Julian & Cochran insurance agency in 1898, B. E. Julian is pictured at center in his office soon after he opened it for business on the west side of Field between Main and Commerce.



pillars for the fronts of many of Dallas' pioneer buildings. It furnished the cast iron columns for the old Dallas News Building and the Wilson Building. In 1890, Mosher Steel moved to a plant on South Austin Street and then, in 1928, to its present location at 5101 Maple Avenue. Today the company is one of the Southwest's top fabricators of steel. Expanded activities this year have included the fabrication of plow parts for a farm implement manufacturer and the opening of a branch plant at Shreveport, La. T. J. Mosher, son of the founder, is chairman of the board of the company today. Other officers include L. B. Jones, vice president and secretary-treasurer; H. W. Beutel, works manager; and W. S. Mosher, Jr., assistant secretary and assistant treasurer.

Lawther-Meadows Mills. What is now the Lawther-Meadows Mills, manufacturers of poultry and stock feeds, began as a retail feed store opened in Dallas' downtown square in 1885 by the late Colonel R. R. Lawther. The business prospered under the slogan, "A Square Deal for All," and as the business section of the city moved eastward from the Trinity River, Colonel Lawther moved his store first to Elm and Ervay (present site of the Palace Theater), next to Elm and St. Paul (present site of National City Building), and then to Elm and Good. By 1920 the business had expanded to three stores, including in addition to the main unit a North Dallas branch on the site of the present mill at 5225 Maple, and an Oak Cliff branch at Santa Fe and Beckley. Today's operations are concentrated at the Maple Avenue location, where there is a modern feed mill, warehouse, and grain elevator. The firm has been manufacturing feed since 1925. Today's officers are W. J. Lawther, president; C. W. Meadows, vice president; E. B. Royce, treasurer; and E. S. Scott, plant superintendent.

A. Harris & Company. In the horse-and-buggy days of 1887, when Dallas



That the simplest, most appreciated way to do Christmas Gift Shopping is by sending attractive Gift Baskets full of delicious goodies:

SEEDLESS GRAPEFRUIT BASKETS

Ruby Reds, Pinks and Whites at prevailing prices.

Assorted Fruit Baskets, up from \$5.00

BOXES OF FINE CHEESE ASSORTMENTS
\$2.50 to \$25.00

DELICIOUS CHOCOLATES
1 Lb., \$1.00 to \$1.75 2 Lbs., \$2.00 to \$3.50
5 Lbs., \$5.50

A wide choice of unusual gift boxes and baskets including Hors d'oeuvres, fruit cakes, puddings, imported wines and liquors.

(Gaily Christmas Wrapped at Nominal Charge)

★ Phone L6-5241

Hunt Grocery Co.
GOOD THINGS TO EAT
"The House of Fine Foods"
Over Fifty Years in Dallas

1894

Custom Tailors to

1949

TEXAS MEN FOR MORE THAN HALF A CENTURY AT THE SAME LOCATION

GRAY & GRAHAM

"Designers of Men's Fine Clothes"

1009 Main Street — DALLAS — Phone C-6074

boasted one paved street, there was formed a partnership by Leon Fellman, Nephtalie Grumbach, and Adolph Harris for the operation of a dry goods store. A

year later, Mr. Harris purchased the interest of his partners and the firm's name was changed to A. Harris & Company. First quarters of the store were in

Since 1893 . . .

It has been our privilege to serve the school children of the Southwest (through their local Retail Merchants and Boards of Education) with Arts and Crafts Texts and Supplies and with Writing Materials, including

MASTERPIECE TABLETS and PAPERS

We Are Proud to Have Been a Pioneer in the Dallas Southwest

PRACTICAL DRAWING COMPANY

1898

1949

Dependable Service for Over 51 Years

Julian & Cochran

All Kinds of Insurance

J. R. Cochran

W. R. Cochran

Praetorian Building

Phone C-4541

ANDERSON FURNITURE COMPANY

1897

1949

Founded in its present location in 1887
by E. M. ANDERSON

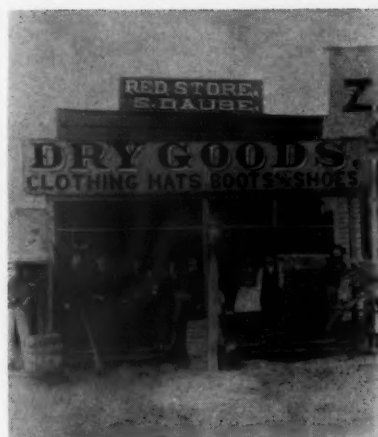
COMPLETE HOME FURNISHERS

2101-3-5-7-9 Elm Street

Riverside 6326

Dallas, Texas

Twenty years ago E. M. Anderson opened the ANDERSON FURNITURE STUDIO at 2222 North Harwood Street, which has recently been remodeled at a cost of a quarter-million dollars. You are cordially invited to visit our beautifully remodeled studio.



A CUSTOMER of Rudolph Liebman, founder of the Texas Paper Company, during his days as a traveling salesman out of Dallas was S. Daube of Bowie. Mr. Liebman is pictured (center, back of lantern) in an early-day photograph of the Daube store.

a two-story, 50-by-100 foot building at Elm Street and Exchange Place, now the site of the Elm Street addition of the First National Bank. The need for expansion led to the removal of the store to a two-story building at Elm and Murphy about 1892. A third story was added five years later and subsequently adjoining property was acquired for expansion.

After 10 years of legal practice, Arthur L. Kramer joined the firm in 1912 and, with its incorporation, became vice president. About a year after the sudden death of Mr. Harris, Mr. Kramer was elevated to the presidency. By 1912 the store's quarters at Elm and Murphy had become inadequate and it acquired a lease on the basement and five stories of a building being erected at Main and Akard to be known as the Busch Building (now Kirby Building). On November 15, 1913, A. Harris & Company moved to its present location. In 1944, the firm leased the corner of Akard and Elm, and has acquired additional property including that on Main Street which houses the present men's shop and Elm Street property housing the girls' shop and girls' shoe department. Future plans call for the erection within the next two years of two modern buildings on the leased properties of Elm and the Elm and Akard corner.

In addition to President Kramer, a former president of the Dallas Chamber of Commerce, A. Harris officers include Rudolph Haas, vice president and treasurer; Fred C. Marth, secretary; and Leo Rothhouse, assistant secretary.

Metzger Dairies. Founded in 1888 by Jacob Metzger, Metzger Dairies first be-



gan operations at Ross and Mosher Streets but soon was moved to its present site on South Lamar. The founder's sons, David and Carl Metzger, grew up in the business and in 1909 bought the dairy from their father. With the retirement of Carl Metzger in 1939, David Metzger and his family are the present owners. Milestones of progress through the years are reflected in such changes in practice as from night-time to day-time delivery; from serving of milk from cans to the use of round, glass bottles and then square, hooded bottles; from raw to pasteurized and then to homogenized, Vitamin D milk; from the use of steel-tired, horse-drawn wagons to rubber-tired wagons, then modern, refrigerated trucks; and from washing and filling of bottles by hand to the use of automatic and sanitary washing and filling machines. David Metzger is president and Jacob Metzger is vice president of the dairy today.

Fakes & Company. A Dallas institution since 1888, Fakes & Company had its home furnishings store for 20 years on the present site of Dunton's Cafeteria on Elm Street. It was at this address that Jess O. Yeargan, the store's present manager, joined the firm 34 years ago, having followed in the footsteps of his father, Thomas R. Yeargan, in entering the furniture field. George E. Cook, Sr., is vice president and general manager of Fakes & Company, whose Dallas store is currently located at 1307 Elm.

Sutton, Steele & Steele. Henry M. Sutton and Walter L. Steele had been making and repairing direct-current motors and generators for 10 years in their plant at Ross and Magnolia when, in 1898, a customer, while waiting for a motor to be serviced, told of a rich placer claim which he owned and was unable to operate because of the lack of water. The possibility of working placer dry appealed to Messrs. Sutton and Steele and they turned their attention to devising a means of making the separation. Bedrock today of the world-wide business of Sutton, Steele & Steele is its specific gravity separators and air-float stoners for the mining and foods industries, which make commercial application of the famous S S & S process (high-volume separation of dry commodities by specific

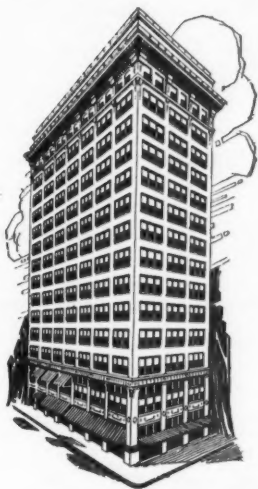
gravity through air-flotation). The present plant is at 1031 South Haskell and the present officers include F. E. Wood, president; O. L. Olson, secretary-treasurer; and H. C. Gear, chief engineer.

J. W. Lindsley & Company. The real estate firm of J. W. Lindsley & Company was founded in 1889 by Philip Lindsley and his son, Henry D. Lindsley, who later became mayor of Dallas. J. W. Lindsley, Sr., came to Dallas in 1891 and joined the firm. About 1898, he acquired the business and changed its name to J. W. Lindsley & Company. Through the

years the concern has broadened its operations to include property management, business and industrial sales and leases, residential sales, mortgage loans, and insurance. Owners of the business today are Porter Lindsley and J. W. Lindsley, Jr., sons of J. W. Lindsley, Sr., and Joe E. Lindsley, who is a son of Porter Lindsley.

Austin Companies. Both the firm of Austin Brothers, steel fabricators, and the Austin Bridge Company trace their origin to the agency planted in Dallas in 1889, when George L. Austin became

THE PRAETORIANS



OVER 50 YEARS
FRATERNAL INSURANCE
SERVICE
to
Men, Women and Children
on Easy
MONTHLY PAYMENT
PLAN

- RETIREMENT INCOME
- EDUCATIONAL ENDOWMENT
- LIMITED PAY
- STRAIGHT LIFE and TERM

ASSETS

1898 — \$43.00

1949 — Over \$15,000,000

Serving the South and Southwest

National Headquarters

Praetorian Building
Dallas, Texas

contracting agent for the Southwest for the George E. King Bridge Company of Des Moines, Iowa. In 1892, he was joined by his brother, Frank E. Austin, and the agency became George L. Austin and Brother. In 1914, the business was incorporated as Austin Brothers.

Charles R. Moore, who had become associated with Austin Brothers in 1900, purchased the firm's contracting business in 1918 and organized the Austin Brothers Bridge Company, which two years later was named the Austin Bridge Company. The firm has become one of the

**SALES
RENTALS**

**LOANS
INSURANCE**

J. ELMER TURNER

SINCE 1898

REALTORS



PROPERTY MANAGEMENT

1005 Main Street

Central 1421



A CO-FOUNDER of the tailoring establishment of Gray & Graham, W. Wilson Graham shows how he looked when he set up shop in 1894 with Stephen Gray.

Southwest's biggest bridge contracting organizations and has been contractor for such local projects as the Commerce Street viaduct, Triple Underpass, and some of the overpasses and underpasses on Central Expressway. Mr. Moore is now chairman of the board of the Austin Bridge Company as well as its affiliates: Servis Equipment Company, Austin

ETHERIDGE *Printing Company*

SALUTES THE DALLAS CHAMBER OF COMMERCE IN THE CELEBRATION OF ITS DIAMOND JUBILEE.

SINCE 1898 WE HAVE WORKED ALWAYS FOR THE PROGRESS OF DALLAS AND CONTINUE TO CONTRIBUTE TO THE EFFICIENT OPERATION OF ITS MANY BUSINESSES THROUGH OUR SERVICES IN PRINTING, LITHOGRAPHING, ENGRAVING AND OFFICE SUPPLIES.

1812 N. FIELD ST.

CENTRAL 8101



Road Company, Coastal Construction Company, Austin Contracting Company, and Austin Building Company.

Austin Brothers was divided into two corporations in 1914 when George L. Austin went to Atlanta, Ga., to set up a firm and Frank E. Austin remained in Dallas. The Atlanta firm was later dissolved. In the early days steel fabrication was accomplished by blacksmithing and use of hacksaws. Large girders were moved by block and tackle and transported by mule teams. The fabrication of steel members that go into a building is done today by modern equipment, and huge bridge cranes, electric hoists, and tractors and trailers have replaced the block and tackle and mule teams of former years. Present officers of Austin Brothers are J. Warren Jones, president; W. D. Barry, vice president; E. F. Boettcher, secretary; W. O. Swift, Jr., assistant secretary; Charles R. Wanner, treasurer; and Arthur Kendrick, chief engineer.

Volk Brothers. Volk Brothers Company had its beginning when Leonard W. Volk opened a little shoe store at 250 Elm Street. He was joined the next year by his elder brother, George A. Volk, who continued as president until his death in 1922, when Volk's was recognized as the

largest shoe business in the South and one of the three largest in the nation. Within a few years after its founding, Volk's found it necessary to double its space by pulling down a partition between the store and an adjoining build-

(Continued on Page 85)

1899

1949

FIFTY YEARS OF INSURANCE SERVICE

*For Dallas Business and
Home Protection*

D. D. McCAIN

ERIC C. GAMBRELL

SEAY & HALL INSURANCE

Associate BEN W. BEDFORD

817 First National Bank Building — DALLAS — Telephone R-1141

In Dallas for 50 Years . . .

We are proud to have served the Retail Furniture Dealers of the Great Southwest for half a century. A real wholesale source of supply for Furniture Dealers on all types of furniture, springs, and mattresses.

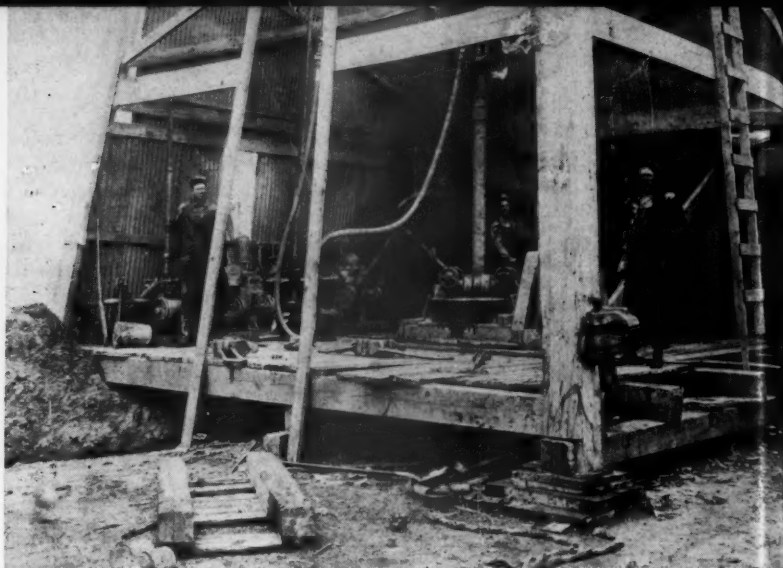
Olive & Myers Mfg. Co.

In Dallas Since 1899

2220 Young Street

Phone R-5334

Bill Dearing, third from left, photographed on his father's rig drilling near Grandfield, Oklahoma, May 25, 1913 or 1914. Others in the photo, Dare A. B. Williams, W. H. Young, and Jim Powell



1898 — 1949

PIONEERS IN DRILLING

Three generations of Dearings have engaged in the Drilling Business. Founded in 1898 by R. H. Dearing—the grandfather—the original business of the company was drilling water wells.

Wells in many of Dallas' most prominent buildings, including the Adolphus Hotel, Southwestern Life Building, Praetorian Building, Old Union Terminal, Kirby Building, Medical Arts Building, Athletic Club Building, Dallas Country Club and Lakewood Country Club, were drilled by the Dearing organization.

The father, Willis R. (Bill) Dearing, and uncle, Roy E. Dearing, joined the founder in 1922. For a time after 1938 the mother, Mrs. W. R. Dearing, directed the affairs of the company. Today, Robert M. Dearing is president and Herman A. Dearing, vice-president of Dearing, Inc.

For more than a half-century the name of DEARING has been connected with drilling operations in the Southwest.

From the days of mud roads, mule power and crude rigs—to the present mechanized operations—Dearing activities have spanned the Pioneer Fields in Texas and Oklahoma.

Burkburnett, Corsicana, Powell, Nigger Creek, Mexia, Wortham, Seminole, Garvin, KMA as well as East Texas, Houston, North Texas and fields in Central Oklahoma—are part of the Dearing Record through the years.

The present Dearing generation is proud of its heritage and the part its firm has played in the development of the great oil industry in the Southwest.

Today—as oil producers and drilling contractors, the Dearing organization is carrying on the pioneer tradition to produce more oil for the Nation's needs.

DEARING, INC.

OIL PRODUCERS AND DRILLING CONTRACTORS

Tower Petroleum Building

DALLAS



CEREMONIES opening formally the exhibit of the Philippine Republic at the State Fair of Texas were broadcast by Radio Station WRR. Pictured at top, left to right, are Joe Moreno, Philippine consul at New Orleans; R. L. Thornton, president of the State Fair; Ray Miller, chairman of the Foreign Trade Committee of the Dallas Chamber of Commerce, who was master of ceremonies; P. B. (Jack) Garrett, Dallas Chamber director; and Mrs. Maria E. Moreno, wife of the Philippine consul. Shown at right cutting a ribbon to open the booth is C. G. Stubbs, mayor pro tem of Dallas, who is pictured with Mr. and Mrs. Moreno.



Philippines Show Native Handicraft

NATIVE handicrafts of the Philippines were on display last month at the State Fair of Texas as a part of the program of President Elpidio Quirino of the Philippine Republic to give impetus to its export trade with other countries.

Joe Moreno, Philippine consul at New Orleans, came to Dallas, accompanied by Mrs. Moreno, to open formally the Philippine exhibit, which included mainly articles made in the villages and the back country of the islands such as pineapple cloth embroideries, beaded slippers, shell articles turned into buttons, monograms, and decorative figures, abaca (hemp) slippers, hats, Baguio luncheon sets,

infants' dresses, snakeskin products, wooden shoes, and wood carvings.

In addition, the booth included samples of Philippine mahogany, rattan furniture, Manila rope, sugar products, preserved fruits, mineral products (chromite and manganese), cigars, and abaca fiber.

"In its trade with the United States the Philippine Republic has an unfavorable balance of trade," said Mr. Moreno. "Reports for 1948 show that the Philippines imported from the United States a total of \$470,000,000 of goods while its exports to the U. S. amounted to \$200,000,000. Given the necessary encouragement on the part of American buyers, the Philippines will be able to turn out a

large output of the articles displayed at the State Fair.

"The families that have suffered enormous destruction during the last war will be more rapidly rehabilitated if given permanent employment in the production of these home-made products.

"Besides improving the financial structure of the islands, the campaign to increase the mass production of the home-made articles is intended to provide employment for a large group of families in the suburbs and the villages which are devoted to the hand-made industries, especially the pineapple cloth embroideries, Baguio luncheon sets, hemp articles, shopping bags, slippers, and hats."



UTILITY AND LUXURY are combined in the office of J. R. Dowdell, above, who heads the Dallas firm of J. R. Dowdell & Company, direct representative of 18 manufacturers of air-conditioning, heating, ventilating, and allied products.

Push-Button Distributor

Use of Modern Merchandising Techniques and Streamlined Operations Keeps J. R. Dowdell Busy Expanding His Plant to Take Care of His Growing Air-Conditioning and Heating Business

Photography by Squire Haskins

THE air conditioning industry usually thinks of a manufacturer's representative as a guy who works out of a small office with a car full of catalogs.

But, with the use of today's push-button techniques, J. R. Dowdell has expanded the 240 square-foot office in which he began business into a 5,000 square-foot modern plant, whose enlargement he is already planning. And even his car has taken on the modern office look, with its mobile telephone and dictating equipment.

Mr. Dowdell, who began working with refrigeration back in 1929, started his present business—J. R. Dowdell & Company—in 1938 in office space he shared in the Santa Fe Building. Personnel comprised himself and one stenographer. Today the staff totals 23, including five in his Houston branch. He began operations as a manufacturers' representative handling mostly heating equipment. Today, as representative in North Texas for 18 manufacturers and in South Texas for

11, J. R. Dowdell & Company ships throughout the Southwest and into Mexico for its customers from its Dallas stock of components for air conditioning, heating, ventilating, and specialty products. With one of the largest stocks in the Southwest, the Dowdell warehouse includes such items as air conditioning and heating grilles and registers, thermometers and gauges, boilers and burners, pumping equipment, unit heaters, convectors, and radiators, and steam and refrigeration specialties.

When the Dowdell organization moved into the present office-warehouse structure at 4024 Swiss Avenue in 1947, Mr. Dowdell thought it would be too big for the firm's needs, and he even considered renting some of the space. But, expanding with the rapid post-war growth of the air-conditioning industry, the firm soon had the extra office space occupied, not with tenants but with its own additional personnel. Mr. Dowdell is now working with an architect on an extension to his

warehouse wing and a new building adjacent to the present one.

The Dowdell plant is equipped with a multiplicity of time-saving devices. There is a machine to open mail, to tie bundles, to stamp mail, to address letters, to wet envelope flaps, to make addressograph plates, to compute automatically the postage for any zone, to fold paper, to send telegrams, and to record telephone conversations. The Dallas office maintains direct communication with its Houston branch through a leased wire.

To produce efficient and pleasant working surroundings, dark paneling and soft pastel-colored walls combine with leather furniture and mahogany in the offices. Each desk in the reception room has a microphone, which connects with every room in the building for instant communication. When in use, this system cuts in over soft, piped-in music.

Two murals on the reception room walls by Olin Travis depict the development of heating and air conditioning since the time of Cleopatra. Facilities also include an informal coffee room, equipped with a stove and a refrigerator, where employees may keep their lunches and have working-hour snacks.

Mr. Dowdell compares his operation to a druggist helping the doctor—the engineer or contractor in his case.

"We look at the plans of the architect and determine what will be needed in the way of equipment," he explained. "One of our sales engineers will call on the client and make a bid for the job. After we've made the sale, the sales engineer will work with the contractor or consult-



ing engineer until the job is complete, checking the installation and operation of our equipment."

Mr. Dowdell started his engineering career in Houston with the Houston Electric Company, later the Houston Lighting & Power Company. He left his position as sales engineer in 1935 to form a firm of consulting engineers known as Dowdell, Lockwood, and Andrews. The firm handled one of the biggest projects of the day—the plant of the Tex-O-Kan Flour Mills at Fort Worth. It was this association that led to Mr. Dowdell's appointment as assistant to the president of the milling firm, a post he held until he opened his present business.

Mr. Dowdell has included up front in his plant an office for out-of-town customers. It is equipped with a telephone. Here the customers have access to secretarial services and may transact any business they desire when spending time in Dallas.

Outside, symbolic show windows dominate the entrance to the Dowdell building. The display is a permanent arrangement of three-dimensional dioramas illustrating and naming the various products distributed by the company. Executed by Vic Klein, the unique treatment depicts engineering progress in the air-conditioning industry. At night each figure lights up in color, blinking on in

sequence from left to right, top to bottom. This, from a distance, resembles a big gear in motion. A train and airplane appear to be moving toward the three-dimensional outline of Dallas, bringing business to the city.

Mr. Dowdell points out that, in the industry, the term air-conditioning has come to mean both heating and refrigeration.

"Almost every new building in Dallas has this year-round system in it, for to install the system after the building has been erected is far more expensive. Builders today are including air conditioning just as they do windows. It is just taken for granted."

VISUAL MERCHANDISING is made use of in the layout of the front windows of the J. R. Dowdell & Company building, which depict engineering progress in the air-conditioning field while displaying products distributed by the firm. Designer Vic Klein has achieved modernistic symbolism with three-dimensional dioramas tied together in a framework pattern suggesting mechanism. Theme of the window shown at left in the night photo is Southwestern transportation. The window at right, with micrometer and the miniature figure of a machinist, emphasizes engineering precision.



SALES ENGINEERS on the staff of J. R. Dowdell & Company include, left to right, above, Dwight Moody, N. R. Collins, Jr., Sim Lake, Jr., and Dan Johnson. They work with architects and consulting engineers until air-conditioning, heating and ventilating installations are completed.



NEW ADVERTISING MANAGER of J. R. Dowdell & Company is Joe Merrill, Navy veteran, above, who is shown checking over a miniature model of a room to be added to the Dowdell plant for a sales promotion and advertising department.

J. R. DOWDELL & CO.



IN DALLAS *Last Month*



New IDECO President. Mark Gardner is the new president of International Derrick & Equipment Company, which is moving its headquarters from Cleveland to Dallas. Mr. Gardner, who has also been named a director of IDECO, has succeeded Oscar M. Havekotte, who resigned recently. A native of Colorado and

a graduate in petroleum engineering of the Colorado School of Mines, Mr. Gardner joined the field staff of Phillips Petroleum Company in 1933 and, after a year as a driller with Loffland Brothers Company, returned to Phillips in 1935 as drilling superintendent in charge of company tools. He became assistant general superintendent of production for Phillips in 1945 after World War II service in the Corps of Engineers, and in 1946 resigned to become vice president of Loffland Brothers and its foreign subsidiaries.

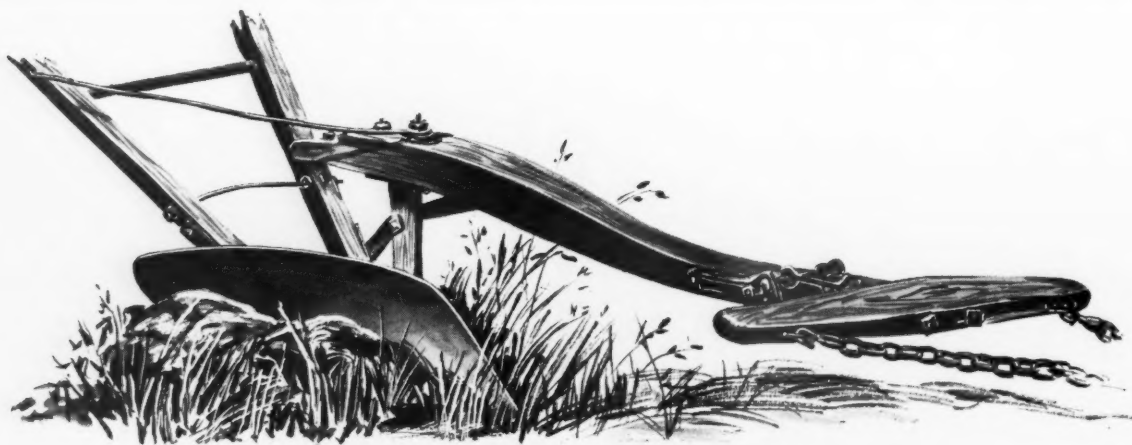
A. F. ALLEN, president of the Texas Employers' Insurance Association and Employers' Casualty Company, has been elected a director of the National Safety Council.

MRS. ROWENA GARRISON, representative of manufacturers of women's and children's clothing, has opened a display room in the Texas Bank Building.



Joins Republic National. J. Neal Mancill, who has been vice president of the Dallas National Bank, has transferred to the Republic National Bank as vice president. Active in the banking field in Dallas for 29 years, Mr. Mancill is currently chairman of the Highway Committee of the Dallas Chamber of Commerce.

New president of Family Service is H. BEN DECHERD, JR., assistant to the president of "The Dallas Morning News."



PLOWING BACK

Since the inception of Texlite, Inc., 70 years ago, it has "plowed back" a percentage of its earnings for research and development of a better porcelain enamel product.

Now, Texlite has further enriched the porcelain enamel industry by a \$1,000,000 plant filled with modern equipment and know-how... the largest factory of its kind

in the nation... the largest in the world. The new Texlite plant serves the sign industry and general businesses across the nation with the same speed and efficiency as it serves its customers in Dallas and the Southwest.

We enjoy an inward pride knowing that no finer product can be made or sold than Texlite porcelain enamel.

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Dallas, Texas

BRANCH OFFICES:
500 Fifth Ave., N. Y.
320 West Bldg., Houston

MANUFACTURERS OF



PORCELAIN ENAMEL



New Southwest Manager. Don F. Miersch has been appointed manager of the Southwest region for the Crosley Division of Avco Manufacturing Corporation, with headquarters in Dallas in the Reserve Loan Life Building. Mr. Miersch, who is successor to V. R. Lindemann, resigned, was formerly with Crosley's Midwest regional headquarters at Chicago, and before that was associated with Landers-Frery-Clark of New Britain, Conn., and Commonwealth Edison Company of Chicago.



Lakewood State President. W. Pat George has assumed his new duties as president and a director of the Lakewood State Bank. Mr. George has been assistant vice president since 1946 of the Union National Bank of Springfield, Mo. and before that served the First National Bank, Fayetteville, Ark. and the First National Bank, Berryville, Ark. and was assistant national bank examiner at St. Louis. He is a vice president and director of the First National Bank, Berryville, Ark.



Heads New Truck Division. D. C. Wheeler has been promoted to vice president and manager of the Southwestern division office which has been newly created at Dallas to handle Mack Truck Company sales in a six-state area. Mr. Wheeler has been with the company for 10 years and has been manager of the Dallas branch since 1942. His new division office will have supervision over the company's Dallas, Houston, Oklahoma City, and New Orleans branches, and his territory also includes Mexico.



TO THE

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1949

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For: Ford Motor Company

Editor: Paul White

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EDITOR
Dallas Ford News

The top award for 1949 . . . the Award of Excellence . . . has been presented to the Dallas Ford News by the Society of Associated Industrial Editors!

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A gift with greatest appeal to families with several persons to please. Nature's Gift will add variety to the season's festivities ... yet the pack boasts a modest price. The bottom tier is filled with luscious Texas Grapefruit, the top tray packed with a gay assortment of Extra Fancy Apples, Pears, Oranges, Delicacies, and Nuts. Approximate shipping weight 30 pounds. **\$4.75**
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Lot # BM Packed with Marsh Seedless Grapefruit

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Fairbanks-Morse Manager. Harold D. Gobble, who since 1944 has been manager of the oil field division of Fairbanks, Morse & Company at Chicago, has been appointed manager of the company's Dallas branch house, 1713 North Market Street. Mr. Gobble, who joined the company in 1927 as an office assistant in the Diesel department at the St. Louis branch, became a Diesel field engineer in 1929, and later took over oil field activities in the Fort Worth and Dallas areas. He succeeds Harry J. Renken, who has been moved to Chicago as oil field division manager.



Executive Vice President. Garth W. Daniel has been advanced from secretary-treasurer to executive vice president of the Bankers Discount Corporation. Mr. Daniel will continue to serve as treasurer of the mortgage investment firm, a post he assumed when the company opened executive offices in the Mercantile Bank Building a year ago. He previously served the United States Department of Commerce for two years, was assistant state director of the Department of Public Welfare at Austin for six years, and also was with the Bureau of Business Research of the University of Texas.

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The **PIONEER PAPER MILL OF THE SOUTHWEST**



Machine room of new No. 5 Paper Mill (Above)

(Left) Air View of Fleming Plant

IN 1893, John G. Fleming came to Dallas from Oregon and bought a small papermaking plant in Oak Cliff—the first paper mill in the Southwest.

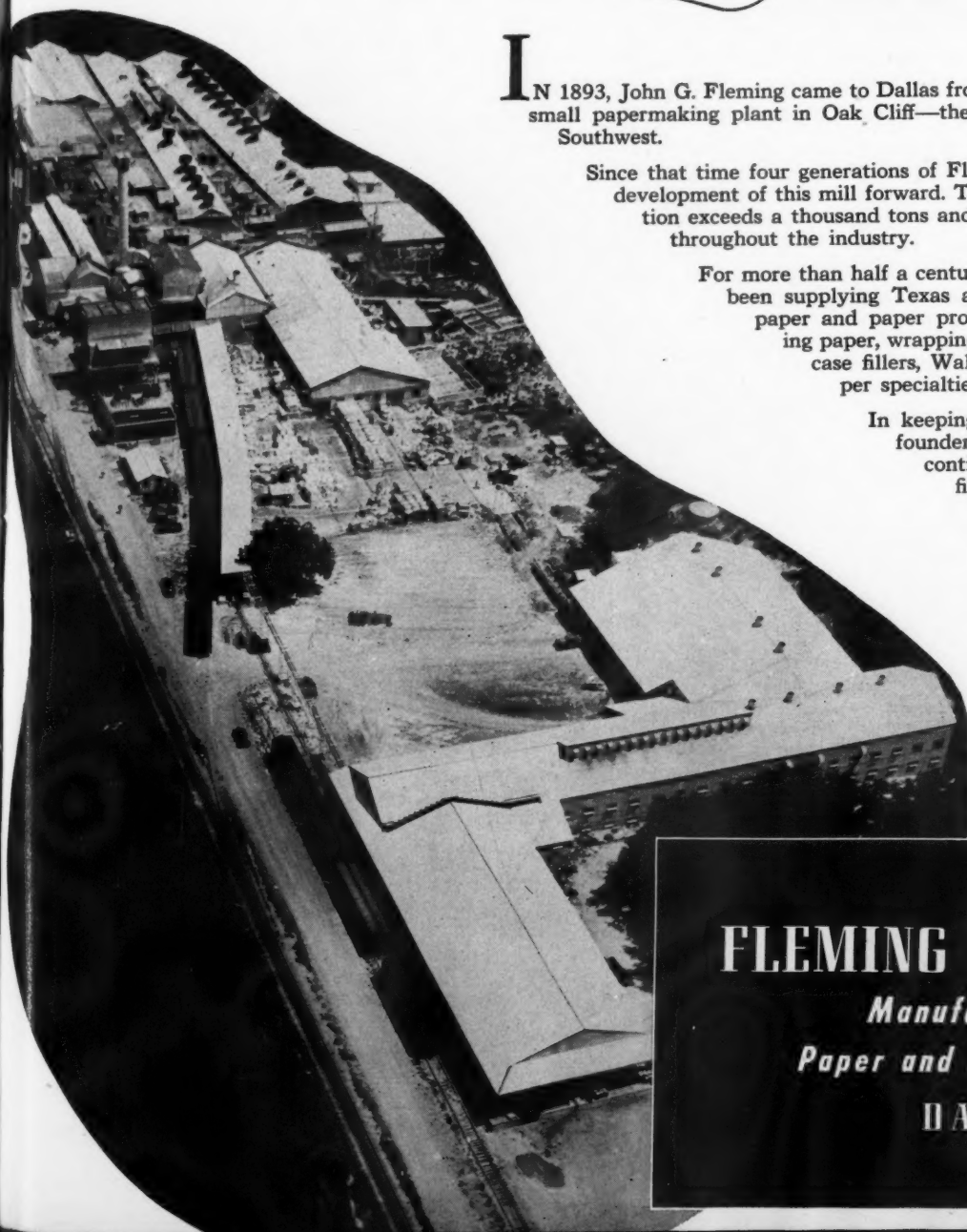
Since that time four generations of Flemings have carried the development of this mill forward. Today its weekly production exceeds a thousand tons and its products are known throughout the industry.

For more than half a century the Fleming Mill has been supplying Texas and the Southwest with paper and paper products—boxboard, building paper, wrapping paper, egg cartons, egg case fillers, Wallrite specialties and paper specialties.

In keeping with the vision of its founder the Fleming Mill has continued to pioneer in its field, to develop new products and to expand its plant in keeping with the growth of the Dallas Southwest.

FLEMING & SONS, INC

*Manufacturers of
Paper and Paper Products*
DALLAS





Dallas Branch Manager. Martin L. Cowan has been appointed manager of the Dallas factory branch of Clary Multiplier Corporation, 2101 North Akard Street, manufacturer of adding machines, calculators, and cash registers. Mr. Cowan formerly served for 10 years as Dallas district manager for the Victor Adding Machine Company and also has been in the appliance business.

ROY C. COFFEE, Dallas attorney, has been elected to the board of directors of the Crazy Water Company of Mineral Wells.



Distribution Superintendent. L. D. Black, who has been district manager at Brownwood for the Lone Star Gas Company, has been moved to Dallas as superintendent of distribution for Lone Star's Dallas division. Mr. Black, successor to Joe C. Darrow, who has been made superintendent of the Abilene division, has served Lone Star since 1928, except for three years of Army duty.

CLYDE H. ALEXANDER of Dallas, president of the Creslenn Oil Company, has been elected president of the Independent Natural Gas Association.



Flippen-Prather President. Hugh Prather, Sr., has been elected president of Flippen-Prather Stores, Inc., developer of the Highland Park Shopping Village. One of the firm's founders, Mr. Prather has succeeded Edgar L. Flippen, who had served as president from the time of the corporation's founding and has been named chairman of the board of directors.

JERRY WITTE, Dallas Eagles home run ace, has joined the sales staff of Bankston-Hall Motor Company, Ford dealer.



SOUTHWESTERN ASSOCIATED TELEPHONE COMPANY

The Distinctive Richness of Mahogany

This Executive Suite of the Southwestern Associated Telephone Company blends bleached mahogany walls with dark mahogany furniture—exquisite in appearance. The 72" x 38" Winchester Chippendale styled desk is custom-built by Doten-Dunton, unparalleled artisans in wood. This suite is featured exclusively in Dallas at Stewart's. The genuine leather lounge furniture, by Neiman, Inc., has coil spring construction. Let Stewart's Survey Service solve your office problems—recommending space and money saving arrangements.

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Westinghouse Electric
Middleton, Inc.
Trinity Universal Ins.
Frank Rimmer & Co.
Oil Well Supply
Dallas Federal Savings & Loan
Lone Star Gas Co.



Heads New Trading Firm. Jacques van Aubel is president of the newly organized Southwestern Interoceanic Mercantile Corporation of Dallas, international trading firm which has headquarters in 1228 Mercantile Securities Building. The new company is specializing in the importation of Belgian and Italian merchandise for distribution in the South and Southwest. Before joining the importing organization, Mr. van Aubel served for 10 years as representative in the United States of various Belgian and Belgian Congo companies.



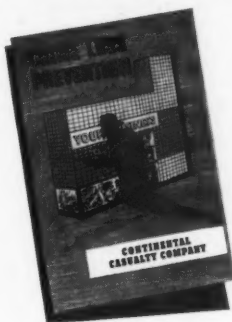
Collection Manager. C. E. Wootton has joined the Dallas Wholesale Credit Managers' Association as collection manager, in which capacity he will supervise the collection of delinquent accounts for wholesalers and manufacturers who are members of the Dallas and national credit men's organizations. Mr. Wootton was formerly associated with the Oak Cliff Bank & Trust Company.

MISS MARY LEE PRYOR has become associated with Hotpoint, Inc., as field home economist, with headquarters at Dallas.

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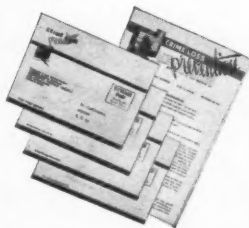
This... "Crime Loss Prevention" Book



36 fact-packed pages... a concise, clearly written study of the common kinds of crime losses (forgery, bad checks, sales slip alteration, "inside" theft, cash register manipulation, burglary and many more), together with the best methods of preventing them... the book that's hailed by businessmen and educators everywhere as one of the best organized and most useful manuals ever published on this important subject.

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Opens Branch Office. Lee Weatherly has been named manager of the Dallas branch office opened at 2215 Cedar Springs Avenue by Bonnar-Vawter, Inc., of Cleveland, Ohio, manufacturers of snap-out, continuous, and carbon-interleaved business forms for tabulating, billing, and accounting machines. Mr. Weatherly was formerly active in the real estate business.

✓ ✓ ✓
HENRY E. ENGLISH, president of Red Ball Motor Freight of Dallas, has been elected president of the American Trucking Association.



Furniture President. C. B. Anderson of C. B. Anderson and Company is the new president of the Retail Furniture Association of Dallas, succeeding Jean Smith of J. D. Smith Furniture Company. Other officers are W. D. Dougherty, vice president, and F. E. Rigney, secretary-treasurer. Directors are Mary B. Tripp, Earl Allbright, Roy Harding, James Ford, and Jess O. Yeargan.

✓ ✓ ✓
ED ABBOTT, formerly head of Burr's Department Store at Big Spring, Texas, has become manager of Burr's store at Knox Street and Cole Avenue.



Insurance Manager. Joe A. Harrington has been named manager of the Corrigan Insurance Agency, owned by Leo F. Corrigan, with offices in the Mercantile Bank Building. Mr. Harrington was formerly associated for 18 years with Trinity Universal Insurance Company of Dallas and during the last two years has been with the Houston Fire and Casualty Insurance Company at Fort Worth.

✓ ✓ ✓
MISS GETH OSBORN, interior decorator, has joined the staff of the Gertrude Sickler Furniture, Art and Gift Shop, 8409 Preston Road.

*D*allas pioneers set a precedent that can't be denied. For thousands of years great cities have been built on great rivers. Water is navigable but oil is the life blood of America and the world. Transportation has come to us. Congratulations to the pioneer firms of Dallas and their precedent breaking ancestry.

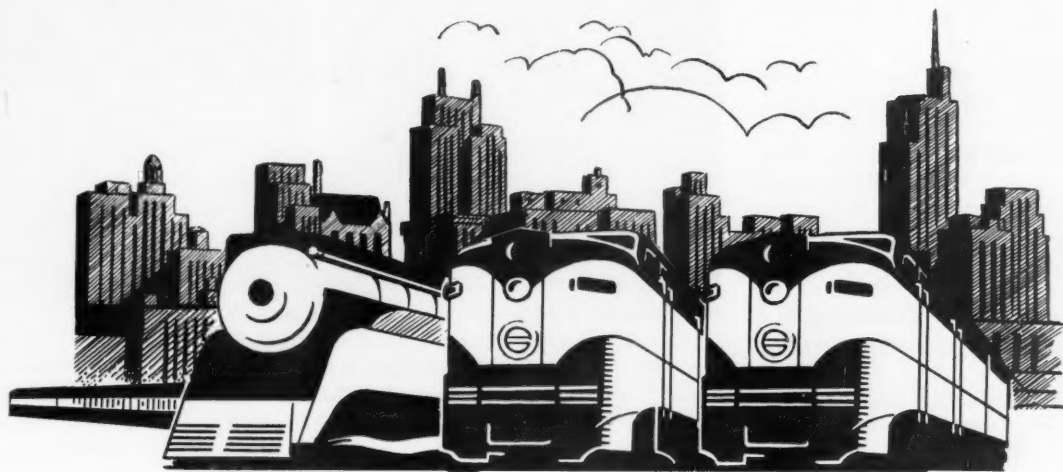
GENERAL AMERICAN OIL COMPANY OF TEXAS



BELL GENERAL PIPE LINE CO.

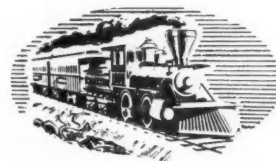
Republic Bank Building
DALLAS, TEXAS

SP *is growing greater*



with greater DALLAS

As a pioneer citizen of Dallas, Southern Pacific has continuously sought to pace the progress of this aggressive area by providing dependable transportation at the lowest cost consistent with sound business policies. By constantly bettering its services to travelers and shippers, SP has benefited all phases of business, commerce, and industry within its territory, and has helped greatly in establishing a sound community economy. Southern Pacific's current expansion program includes plans for an all-new, streamlined and diesel-powered *Sunset Limited*, famous transcontinental limited between New Orleans and Los Angeles. This improvement project is further proof of SP's intention to serve its patrons with the finest in rail transportation.



Seventy-seven years ago, Houston & Texas Central pioneered the first rail service into Dallas. Its arrival marked a major milestone in railroad progress for this forefather of the present Southern Pacific Lines, and the growth of this great city has since been closely linked with the development of its rail facilities.

Southern Pacific

New president of the Automotive Wholesalers of Texas is T. C. (BUDDY) GARRETT, general manager of the automotive division of the Schoellkopf Company, who has succeeded HUBERT BRADEN, owner of the American Gear and Parts Company of Dallas, CHARLES COOK, Motor Supply Company, Dallas, has been made a director and DEAN A. JOHNSON of Dallas continues as executive secretary.

CECIL M. HIGGINBOTHAM of Dallas has been elected a regional vice president of the Texas Manufacturers' Association. ROBERT McCULLOUGH, INGE GRANT, and LOUIE KIMPLE have been named directors.

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New LeSage Company Owners. Operations of the reorganized and renamed LeSage Company, now known as the Lone Star Company, liquor distributing firm, are under the direction of, left to right, J. K. Melcer, president; H. C. Franklin, vice president; and M. C. Martin, secretary-treasurer. Founded 15 years ago, the company was recently turned over to 71 employees by Robert S. LeSage, who plans to devote most of his time to his oil and ranching interests. In addition to the new officers, directors include J. J. Harman of Dallas.

New president of the American Society of Safety Engineers is E. C. McFADDEN, vice president and safety engineering manager of the Texas Employers' Insurance Association and the Employers' Casualty Company.

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AMERICAN AIRLINES INC.





Named by Mohr Chevrolet. S. C. Cockrell, Jr., left, has been appointed assistant general sales manager for Mohr Chevrolet Company, 1909 Bryan Street, and D. E. Johnston, right, has rejoined the firm as service manager. Mr. Cockrell was formerly service manager for Mohr Chevrolet. Previous to returning to the firm, Mr. Johnston was in business for himself.

TOM UNIS has resigned as assistant district attorney of Dallas County to enter the private practice of law as a member of the firm of Strasburger, Price, Holland, Kelton, and Miller, Gulf States Building.

Formerly a sales agent for Delta Air Lines in the Dallas city ticket office, MISS FRANCES NILES has been appointed a special sales representative for Delta in the Dallas area.

W. B. DAY, who has been active in the automobile business in Dallas since 1918, has opened a used car and automobile loan and insurance business at 2732 Live Oak Street under the firm name of Day Motor Company.

DAVID HUGHES has joined the sales staff of the R. B. Hills agency at Dallas for the Aetna Life Insurance Company.

FORREST AND COTTON

Consulting Engineers

Praetorian Building

Phone R-5026

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Alex D. Hudson, Jr.

Some work performed over the years

University of Texas Library,
Austin

San Jacinto Life Building,
Beaumont

Galvez Hotel, Galveston

First National Bank, Houston

U. S. Naval Hospital, Houston

First Humble Oil Building, Houston

Rice Institute Buildings,
Houston

North American Aviation Co.
Plant, Dallas

Lone Star Cement Co. Plant,
Dallas

Texas Employers Insurance Association
and Employers Casualty Company
Building, Dallas

CHICAGO

NEW YORK

WASHINGTON

Established 1844

James Stewart & Co., Inc.

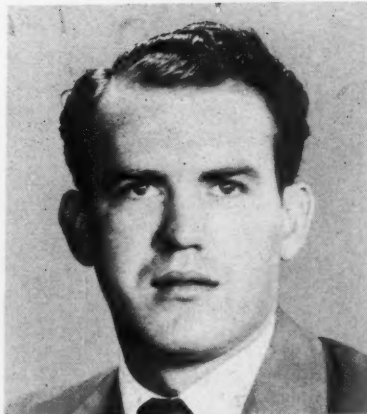
CONTRACTORS

MAGNOLIA BUILDING

DALLAS



Kiwanis Club Chief. Glen Wasson has been elected president of the Dallas Kiwanis Club (downtown), succeeding S. J. Hay. Other officers are Marvin Malone and Paul McCarroll, vice presidents; J. Neal Mancill, treasurer; and Otto Eisenlohr, secretary. New directors are George P. Brewer, O. L. Doud, Donald F. Mitchell, and Verner R. Smitham.



Traffic Representative. D. L. Bolin has been appointed traffic representative in the Dallas area for Trans-Texas Airways. Mr. Bolin has been a sales representative for the Liggett and Myers Tobacco Company and before that was an announcer for Radio Station KMHT in Marshall, Texas, and KFDM in Beaumont.



Added to Etheridge Staff. Kenneth J. Castle has joined the sales force of the Etheridge Printing Company, 1812-20 North Field Street. Mr. Castle served for nine years as superintendent of production and for the last six years as vice president in charge of production and sales for the Oak Printing Company of Cleveland, Ohio.

Plaques

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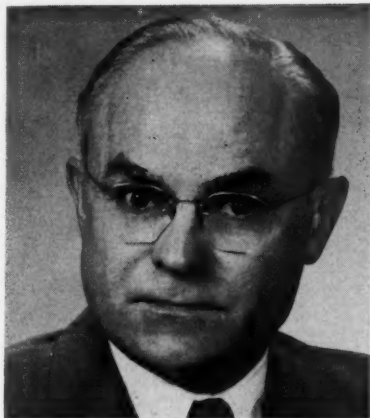
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DALLAS

No Cost to Employer

Dallas Rupe & Son
INVESTMENT BANKERS
KIRBY BLDG. DALLAS 1



New Car Sales Manager. Edgar E. Giles has been advanced to new car sales manager for the Lone Star Olds Cadillac Company. Mr. Giles joined the firm 15 years ago as a salesman, and previously had been parts manager for two other Dallas dealers.



Travis Hotel Manager. Ben H. Roberts, manager of the Hotel Jean Lafitte in Galveston for the last three years, is the new manager of the Travis Hotel, Canton and Ervay Streets. Mr. Roberts, who began his hotel career in Amarillo in 1926, has served various hotels in Texas.

WILLIAM K. MANNING, who was formerly associated with his father, the late T. A. Manning, in the insurance business and since 1946 has been in the investment securities field, has joined the Dallas office of Harris, Upham and Company.

SNELL REFRIGERATION SUPPLY COMPANY of Dallas has been named distributor in Dallas County for electrical controls and centrifugal pumps for the Allis-Chalmers Manufacturing Company.

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VERNON COE has resigned as vice president of the Traders & General Insurance Company to enter the general practice of law in association with William McCraw, Mercantile Bank Building.



Polishing the Sword, symbol of the fight in Dallas County against cancer, are O. Sam Cummings and Mrs. C. F. Engelhart, shown in Dallas' new cancer information center, opened at 1705 Pacific Avenue. Mr. Cummings, Texas general agent for the Kansas City Life Insurance Company, is chairman of the center, a unit of the Texas division of the American Cancer Society. Mrs. Englehart is executive secretary. Opening of the center is the initial step in a year-round campaign against the disease to be waged in Dallas County.

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STAND WHY THE BOSS DOESN'T STORE
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JACK SHERMAN of Dallas is the new president of the Texas State Aviation Association. JAMES BATTY of Dallas has been elected secretary.

SOL KATZ, "Dallas Morning News," has been elected president of the Texas Circulation Managers' Association.

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Trans-Texas' Birthday. To celebrate its second anniversary of operation, and also its second year of serving Dallas, Trans-Texas Airways presented Dallas last month with a birthday cake illuminated by two candles. Pictured receiving the cake from Miss June Nelson, Trans-Texas hostess, is Bill Ware, manager of the Aviation Department of the Dallas Chamber of Commerce. Looking on is Tom Sample, a traffic representative for Trans-Texas in Dallas.

JOHN WASHMON, who has been district manager at Denison for the Southwestern Bell Telephone Company, has been transferred to Dallas as rate information supervisor.

MRS. SUE B. GLOVER, who has been active in the decorating field in Dallas for the last 12 year, has become associated with the House of Lamps, 2219 Cedar Springs Avenue.

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New Triangle Motors Officers. Three newly advanced executives of Triangle Motors, Inc., Oldsmobile dealership, 2312 Cedar Springs Avenue, are, left to right, C. D. (Chick) Lancaster, formerly used car salesman, who has been made head of the used car sales department; O. B. Burt, who has been advanced from office manager to executive vice president and director; and Robert E. Corder, who has been moved up from sales manager to general sales manager and director. W. J. Brady has been named assistant secretary and treasurer.



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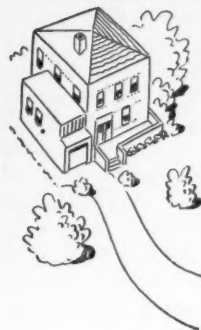
HOUSTON

WE-9311

CHARLES O. HEYWARD, who has been managing editor of the "Christian Endeavor World" at Columbus, Ohio, has become executive secretary of the Texas Christian Endeavor Union, with headquarters in Dallas.

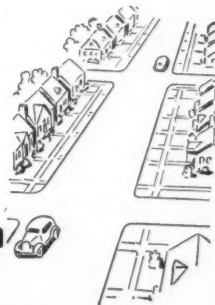
Formerly an assistant city attorney, **ROBERT B. HERSHEY** has entered the private practice of law in association with Aubrey J. Roberts, with offices in Mercantile Bank Building.

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Cleo Williams

By Bonnie Leslie



CLEO WILLIAMS

FENTON J. BAKER, managing director of the Baker Hotel in Dallas, has announced that Miss Cleo Williams has been made the hotel's sales director.

For Miss Williams, this is the largest step forward in a hotel career that hasn't been much short of meteoric. She has been with the Baker only five years and had no previous hotel background. And, though she isn't the only woman sales director of a major hotel, it's still easier for a man to get the job than a woman.

She got the job for many reasons. Her bosses say she's tactful, efficient, knows her job perfectly, and is able to cope with the many crises that may arise in a day. It may be, too, that one of the paramount reasons she's the Baker Hotel's new sales manager is that she knows and is known by an amazing number of Dallas' most important people, and is liked and respected by all of them, men and women alike. When it is considered that very often these "important people" have wanted something the hotel simply could not give them (like the Texas Room on a day when the Texas Room was already booked) her feat is all the more remarkable.

Cleo Williams was born something over 30 years ago in Terrell, Texas, where she was graduated from high school. After two years at Texas State College for Women at Denton, she attended Metropolitan Business College in Dallas. Then she began her business career as agency secretary in the Dallas office of the Equitable Life Assurance Society of New York. Some seven years later she transferred to the Bureau of Internal Revenue as secretary to the regional head at Dallas of the salary stabilization unit, A. H. Hertwig.

She was not too fond of government

work ("too much red tape") but it was a couple of years before she could find another job she liked. That job was at the Baker, and she's been there ever since.

For five years at the Baker, Miss Williams has been assistant to Raymond Hall, the resident manager. She has booked conventions, handled all details connected with them, handled minute arrangements for large parties, meetings, and the like all over the hotel, and generally acted as a receiving vat for the myriad requests that pour into a major hotel. She has done everything from making an individual reservation in the Mural Room to the booking of a national convention in 1952.

Miss Williams estimates she receives more than 200 calls a day. She is chief of staff of four girls, and they are kept constantly busy, along with their other duties, answering her mail and telephone calls and saying: "I'm sorry... Miss Williams is on another phone... do you wish to wait?" The reception office is almost constantly occupied with people who want something, and it takes a master tactician to turn away the people who just can't have what they want. Miss Williams is that master tactician.

With all the pressure of detail and sometimes confusion, she nevertheless continues to like her job tremendously. She likes people, and her life is full of them. Her hobbies are fishing, hunting, and outdoor sports.

Actually, Miss Williams has been a kind of acting sales manager at the Baker Hotel for some time, but it was not until

last month that she was given the title. Everybody who knows her will be glad to know she has it.

Fire Council Gives Holiday Safety Tips

Looking ahead to the Christmas holiday season, the Dallas Fire Prevention Council has joined the Dallas fire department in making a number of safety recommendations for the use of Christmas trees, lights, gift wrapping, and decorations.

Warning that trees in many instances have been cut several weeks prior to their appearance on the market, the council advises tree purchasers to cut off the end of the trunk diagonally at least one inch above the original cut-end and stand the tree at once in a container of water, keeping the water level above the cut surface during the entire time the tree is in the house. The council gives other holiday fire safety suggestions as follows:

- (1) Clean up immediately after celebrations;
- (2) screen all open fireplaces and protect mantel scenic effects;
- (3) use metal tinsel and flake asbestos and powdered mica for snow effects instead of paper and cotton;
- (4) flameproof costumes, decorations, and scenery;
- (5) have a reliable fire extinguisher or bucket of water handy in case of fire;
- (6) dispose of all Christmas wrappings promptly;
- (7) keep combustible materials away from possible contact with open flames of candles, stoves, heaters, and fireplaces; and
- (8) dispose of Christmas trees before they dry.

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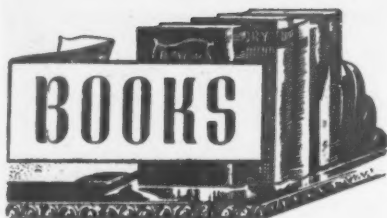


Air photo of Dallas taken April 21, 1947. Trinity Industrial District in foreground. Paved streets, approximately $1\frac{1}{2}$ miles. Buildings under construction, 7; completed, none.



Same view, taken September 28, 1949. Paved streets, approximately 9 miles. Buildings under construction 24; completed, 67.

For details concerning properties in the Trinity Industrial District see your real estate agent or **INDUSTRIAL PROPERTIES CORPORATION**, 401 Republic Bank Building. Telephone R-6552.



Families of America

By George Sessions Perry. Published by Whittlesey House. 151 pages. \$3.

GEORGE SESSIONS PERRY, who has long been a favorite of Texans, particularly because he is a Texan, has compiled into this, his latest book, a series of articles that originally appeared in the "Saturday Evening Post" and the "Country Gentleman." Here are the stories of nine families, all of different nationalities, who decided to come to the United States to make their home. Writing in the easy, informal style for which he has become famous, Mr. Perry tells each story complete as he visits the homes of these people who have come from all corners of the world in one generation or another.

These family sketches make us more than ever aware of the melting pot that is America, for all these people have become good Americans. First, we visit the family of Wong Hong in San Francisco, and see how remarkably well this large Chinese family has taken its place in American society. There is a struggle at first, and then progress as the children make their way through college, one coming out with a coveted Phi Beta Kappa key.

Next, we go to San Antonio, and learn of the Mexican family of Gonzales, and see how as a close family group working together, its members have achieved success in their life in America. Then, we visit the Offerdahls, the Norwegian dairy

farmers in Wisconsin, of whom Mr. Perry says there are no better farmers in this country; next, the family of Italian John Pomaricos, a mail carrier in New Haven, Connecticut; and also the German Wullenwebers of Cincinnati and the Hayneses, Negro tenant farmers in Texas. We then go to the New York apartment of Jack Golomb, Jewish sporting goods manufacturer; next back south to the rice growing country of Louisiana to meet the Baronets, Louisiana Creoles, and finally to the Parmelee family of Connecticut, whose forefathers came in 1639 to establish a colony. Ernest Parmelee is one of a small minority in the United States who is a direct descendant of one of the original colonists. He still lives near the little town of Guilford, Connecticut, where his forefathers first landed.

One thing stands out in all these family portraits, and that is the intense family loyalty that prompted the members of the families to work together as a team to make good in a new land. The perseverance and courage of the founders of this nation are still impelling forces in the lives of those people who continue to discover America year after year from all parts of the world.

George Sessions Perry has written a book that is much needed in our country today in its fight against race prejudice. America has always been the land of many races, creeds, and nationalities living together in harmony as Americans, and will continue to be as long as we keep our country great.

"Families of America" is Mr. Perry's tenth book. A recent one, "My Granny Van," will be produced by Margo Jones in Theater 49 this fall.—Jerry Porter.

MRS. LOIS STADDEN has rejoined W. A. Green Company as buyer of bags, gloves, and jewelry.

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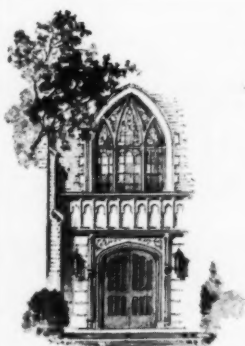
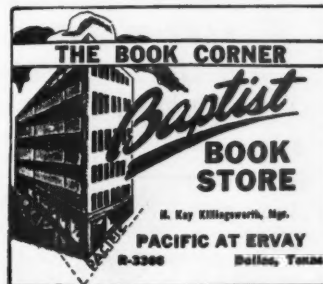
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Advanced by DeVilbiss. W. Clark Spruce has been appointed manager of the new full-scale Dallas factory branch opened at 1515 Dragon Street in the Trinity Industrial District by the DeVilbiss Company of Toledo, Ohio, manufacturer of spray painting equipment, exhaust systems, and air compressors. The branch, which serves Texas, Oklahoma, Arkansas, Louisiana, New Mexico, and Arizona, is housed in a new building leased from Williams & Wagner Construction Company. Mr. Spruce has been a sales representative in Dallas for DeVilbiss, which opened a Dallas sales office in 1930, supplemented by warehouse space.

E. R. LIVONI, who was formerly manager of the Cleveland branch of the Commercial Investment Trust and has been associated with Allied Building Credits, Inc., of Los Angeles in the Cleveland office, has been transferred to Dallas as branch manager for Allied.

MISS JANES H. STOKES, who has been associated with securities firms in Dallas for 12 years, has become head of the new investment department of Hatcher & Company, investment banking firm.

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Joins Mortgage Investment. Roy L. Temple, who has had more than 16 years of experience in the mortgage loan business, has returned to the Mortgage Investment Corporation of Texas as manager of the Dallas loan origination department, with headquarters in M & W Tower. Mr. Temple has most recently been regional supervisor at Dallas for 10 states for Allied Building Credits. During a previous period of service with Mortgage Investment, he was loan service manager at San Antonio. He also was formerly in business for himself in Kansas City, first in the electrical contracting field and later in the installment financing and real estate business, and then joined the Federal Housing Administration.

TOM M. LAMBERTH has been elected president of the Oak Cliff Kiwanis Club, succeeding JOHN A. SCHOEPEL. Other officers are J. V. FOLSOM, W. L. GRIFFETH, and W. W. WILSON, vice presidents; and E. B. VAN VORHEES, treasurer. New directors are R. G. COGHILL, CURTIS DUTY, CLARENCE GARDNER, JACK HARWOOD, EARL HAYES, BEN MATTHEWS, and CARTER WHITE, SR.

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(City Gate)	Loving
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HOME OFFICE • DALLAS

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms and individuals are interested in representing Dallas manufacturers in their respective territories:

Representative Services, P. O. Box 131, Knoxville, Tenn., is offering to out-of-town business concerns a personal representation in the Knoxville trade area.

Renco Products Company, 6 West Twenty-eighth Street, New York 1, N. Y., manufacturers' representative, is seeking

to represent Dallas firms in the metropolitan New York territory.

San Francisco Sales Company, 404 MacDonald Avenue, Richmond, Calif., wishes to represent manufacturers of consumer goods on the Pacific Coast.

The following individuals and firms are seeking representation in Dallas and vicinity:

Commerce and Industry Association of New York, Industrial Development Bureau, 233 Broadway, Woolworth Building, New York 7, N. Y., has a member who is a manufacturer of buttons and is seeking a commission representative in Dallas.

Falls Industries, Inc., Aurora Road, Solon, Ohio, manufacturer of graphite pipe, fittings, dies, molds, crucibles, and the like is seeking a Dallas agency to represent the firm in the Dallas area.

Lockhart Manufacturing Corporation, 6350 East Davison Avenue, Detroit 12, Mich., roll type window screen manufacturer, is seeking an agent for Texas.

Palo Alto Manufacturing Company, Palo Alto, Calif., portable sprinkler system manufacturer, is seeking a manufacturers' sales representative calling on jobbers of hardware and nursery lines in the Dallas area.

Mystry Cleaner Company, 485 North Los Robles Avenue, Pasadena, Calif., chemical windshield cleaner manufacturer, is seeking to establish a Dallas distributor.

Bigelow-Sanford Warehouse. Bigelow-Sanford Carpet Company has opened its new \$275,000 Dallas warehouse at 6206 Peeler Street in Airlawn Industrial Park. The building provides 40,000 square feet of space on one floor for warehouse and service facilities, which include those for cutting and binding of carpet. The storage area, in which Bigelow-Sanford stocks a full line of its carpets, both packaged and in-roll goods, is large enough for handling more than 1,300 rolls of carpets in widths ranging from 27 inches to 18 feet and 2,700 room-size rugs. The Dallas warehouse, one in a network of installations being set up across the country, will serve areas covered by Bigelow-Sanford sales offices in Kansas City, Memphis, and Denver in addition to Dallas. J. C. Hammer is manager of the warehouse, which is held under a long-term lease from National Industries Corporation of Dallas.

New Pacific Finance Office. A new \$160,000 regional office building at 2715 Ross Avenue, providing about 10,000 square feet of floor space, has been occupied by Pacific Finance Corporation, which has consolidated in the structure several Dallas units operated formerly at different locations. These include the sales finance office, consumer loan regional headquarters, and the offices of the corporation's insurance affiliate, Marathon Insurance Company. Pacific Finance has also opened a third Dallas loan office in the new building. Smith & Mills were the architects.

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Gets "Texas Passport." Clearing customs and immigrations at Love Field also meant obtaining a Texas passport for Newell Grinnell of Rochester, N. Y., president of the American Society of Travel Agents, who led a mass flight through Dallas of more than 400 travel agents to Mexico City last month for the organization's annual convention. Mr. Grinnell of the Kalbfleish Travel Agency is shown at center being sworn in as a Texas citizen and being issued a Texas passport by Matthew J. Burns, left, Dallas customs inspector. Looking on is Dallas County Sheriff Bill Decker, who was on hand to make sure that Mr. Grinnell and his fellow travel agents had the proper authority to cross Texas borders. The procedure was all in fun as a part of Dallas hospitality and an invitation to the travel agents to "hurry back" for their 1950 convention. A hospitality bar, dishing out refreshments and information on Dallas, was operated in the American Airlines' international waiting room, assisted by local travel agents. In addition to its regular flights, American set up six extra DC-6 flights to handle the delegation, one of which originated in Dallas.

GEORGE HADDAWAY of Dallas, publisher of "Southern Flight" magazine, has been elected secretary of the Texas Private Flyers' Association. AL ROSE LeSAGE of Dallas has been elected first vice president. Dallasites named to the board of directors include C. A. (BUCK) ROWE, M. C. MARTIN, and JAMES MARSHALL, JR.

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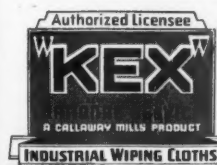
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Forms Actuarial Firm. Paul V. Montgomery, who has been active in the life insurance field for more than 25 years, has resigned as vice president and actuary of the Southland Life Insurance Company to set up his own firm under his own name as consulting actuary, with offices in 1324 Kirby Building. Elected first president of the recently formed Actuarial Club of Texas, Mr. Montgomery joined the Southland Life in 1923 and before that served the former Fort Worth Life Insurance Company and the Southwestern Life Insurance Company.



Named by Studebaker. E. T. Sullivan has been named district manager in the Dallas regional office of the Studebaker Corporation. A native of Des Moines, Iowa, Mr. Sullivan has been serving Studebaker in the Chicago headquarters.



Southern States Manager. William C. Scales, who has been active in television sales work since his Army service during the last war, has been appointed Southern regional manager for the television receiver sales division of Allen B. Du Mont Laboratories, with headquarters in Dallas. Mr. Scales, whose territory extends over the Southern states to Florida, has been in the electrical merchandising field since 1936. His office is at S. H. Lynch & Company, Du Mont's distributor for the Dallas area.

HERBERT M. TATUM, Dallas architect, has been named to the committee on fees of the American Institute of Architects. THOMAS D. BROAD of Dallas has been selected as an alternate on the committee on redistricting of the institute.

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REINSURANCE



Packard Appointees. Ernie Prichard, left, has been appointed business manager for the Dallas zone of the Packard Motor Car Company and V. E. Doonan, right, has been made assistant zone manager. Mr. Prichard, who has served both as dealer and business manager in the retail automobile field in Dallas and East Texas, formerly operated the Prichard Motor Car Company at Mineola. A 25-year veteran in automobile wholesaling and retailing, Mr. Doonan formerly served the Ford Motor Company and came to Dallas from Cincinnati, where he was general manager of a dealership.

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DALLAS • NOVEMBER, 1949

G. HAROLD PEARSON, whose experience has included 14 years of service in banking as a loan teller and an additional six years with the trading departments of securities firms, has become associated with Rauscher, Pierce & Company, Mercantile Bank Building, as an over-the-counter trader.

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SHEET METAL
AND MANUFACTURING CO.**
—DALLAS—

RAY McCAULEY of Dallas has been elected president of the Southwestern Venetian Blinds Manufacturers' Association. BERNON DAY of Dallas has been named a director.

A new member of the teaching staff of Dallas Theological Seminary is the REV. RUDOLF A. RENFER, formerly pastor of the Cumberline Presbyterian Church at Austin.

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET R-5103

MORTGAGE LOANS

COMMERCIAL AND INDUSTRIAL
BUILDING LOANS
RESIDENTIAL, CONVENTIONAL,
F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR
REPAIR—BEST INTEREST RATES



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Specifications on proposed buildings.

SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"

Approved FHA Mortgagees

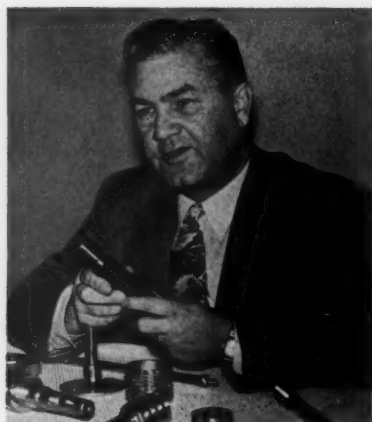
F. M. LOVE, Pres. AUBREY M. COSTA, Vice-Pres.
1302 Main Street Phone R-5551

INSPECTIONS, COMMITMENTS ON CONVENTIONAL
LOANS IN 24 HOURS



Belgian Exhibit Manager. C. Ray Martin, formerly a business specialist in the Dallas regional office of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce, has been appointed manager of an exhibit of Belgian products which was first shown last month at the State Fair of Texas and will be reestablished downtown as soon as a suitable location can be obtained. Mr. Martin will also supervise a team of market analysts accompanying a traveling display of Belgian-made goods on a tour of cities in the Southwest and the South. Dallas is one of three cities in the United States in which the Belgian government is opening exhibits as part of an aggressive program to develop new markets for its products.

N. J. DeSANDERS, president of Lone Star Olds-Cadillac Company, has been



Opens Office for Wedin. Fred B. McKimball is manager of a sales and distribution branch which has been opened in Dallas in room 412 of the Thomas Building by the Wedin Corporation of Detroit, which makes thread gauges and also specializes in thread grinding. Serving Texas, Oklahoma, and Louisiana, the new office stocks standard thread gauges and maintains a display of samples of precision thread grinding. Mr. McKimball's experience has included service as head of receiving inspection for the Ford Motor Company's River Rouge plant, which he joined in 1932. He next served as general superintendent for N. A. Woodworth Company of Detroit, and then was factory manager for Majestic Machine & Tool Corporation of Detroit before coming to Dallas.

named a director of Texas Bank & Trust Company.

"Serving Dallas for Over 40 Years"

BUILDING MATERIALS FOR INDUSTRY AND HOME

- UNIQUE SASH BALANCES
- BUILDERS' HARDWARE
- PAINT and MOULDINGS
- MECHANICS' TOOLS
- LUMBER and SHINGLES
- LIME and CEMENT
- SASH and DOORS
- WALLPAPER



We Have Only the One Location



Attitudes Unlimited. C. Weldon Jones, owner of the Weldon Jones Company, with offices in the Irwin-Keasler Building, has become representative in the Southwest area for a new employee-employer relations program, marketed under the name of "Attitudes Unlimited." The program consists of a series of messages on human relations subjects distributed weekly to employees and is designed to create and maintain profit-producing attitudes among employees. Mr. Jones is exclusive Dallas distributor for the Merriam-Webster New International Dictionary.

Three Dallasites elected to offices in the Southwest Warehouse and Transfermen's Association are W. N. McKINNEY, American Transfer and Storage Company, second vice president; R. E. ABERNATHY, Interstate-Trinity Warehouse Company, vice president for Texas; and GUS K. WEATHERRED, Dallas Transfer and Terminal Warehouse Company, director and member of the executive committee.

RUSSELL S. McFARLAND of Dallas, vice president of the Seaboard Oil Company, is the recipient of the 1949 Distinguished Service Award of the Texas Mid-Continent Oil & Gas Association.

**RENT
FOLDING
CHAIRS**

FROM

Harry H. Houston

V4-8197 3106 Swiss Ave.

Laclede-Elliott & Company, a new Dallas advertising agency, with offices at 308½ North Harwood Street, has been opened by L. R. LaCLEDE, formerly in the advertising business in Arizona for 10 years, and CLAYTON ELLIOTT, who has been active in advertising in Dallas.

FRED J. BERNBAUM, formerly associated with Broadway Maintenance Corporation, New York City, and Landauer & Guerrero, Dallas, has been named sales engineer on the staff of Cohn-Daniel Corporation, air conditioning, heating, and ventilating contractor.

E. R. Henderson
AND ASSOCIATES Advertising
• ART
• COPY
• MEDIA

1111 RESERVE LOAN LIFE BUILDING • DALLAS 1, TEXAS • PHONE R-2593

ADVERTISING IDEAS CREATED, ILLUSTRATED AND PRODUCED FOR MAGAZINE, NEWSPAPER, DIRECT MAIL AND POINT OF PURCHASE ADVERTISING

THERE'S A BIG DIFFERENCE

BETWEEN THE FINEST—
AND THE CHEAPEST—
LINEN SERVICE IN TOWN

(Are you getting your money's worth?)

OLYMPIA

LINEN AND TOWEL SUPPLY SERVICE

T 3-1460



Gaylord PROTECTIVE PACKAGING

assures a safer trip for your product



**GAYLORD
CONTAINER
CORPORATION**

DALLAS, TEXAS

ROLAND W. BAIRD, JR., has been installed as president of Trident Civic. Other officers are JOHN Q. HUTCHINSON, vice president; P. L. USRY, treasurer; and MRS. J. Q. HUTCHINSON, secretary-historian.

MAJOR GENERAL CHARLES H. CORLETT, retired, who has spent 30 years in Army service, has become vice president of the Texas Housing Company of Dallas and will give his attention to military housing projects.

VISUALIZATION and PLANNING

of

YOUR ADVERTISING For MORE RESULTS!

Whatever your Advertising problem is, our experience of more than 20 years in publication and advertising work can help you get more for your advertising dollar. Write or telephone for an appointment.

BOOKLETS • FOLDERS • BROCHURES
MAIL • PUBLICATION • RADIO

PERRY Advertising

GERALD F. PERRY
523½ South Ervay St.
Telephone Riverside 5612

FORD SERVICE At Its VERY BEST

Bring your car to
us for service and
repairs . . . you'll
always RIDOUT
with SATISFAC-
TION.



Everything for Your Ford

Ridout
AUTHORIZED FORD SERVICE
SALES • SERVICE • PARTS • RENTALS
SALES • SERVICE • PARTS • RENTALS

2211 Pacific Avenue

R-5055



New Birds Eye Officials. Howard P. Maeder, left, has been named district manager at Dallas for the Birds Eye-Snyder Division of General Foods Corporation and H. P. (Hock) Weldon, right, has been appointed district representative. Mr. Maeder, who has been transferred from the Miami territory, has succeeded Barnett Goldman, who has been moved to the Los Angeles district. Mr. Weldon, formerly in the New York district, has replaced Robert E. Haughey, who has been assigned to the Los Angeles office.

MRS. JANETTE JACKSON is president of the new Town North Business & Professional Women's Club. Other officers are MISS PAULINE ROBERTS, first vice president; MISS NELL O'CONNELL, second vice president; MISS MARY ELIZABETH McCOY, recording secretary; MRS. THELMA JOHNSON, treasurer; MISS PATSY RUTH LEE,

correspondence secretary; and MRS. MATHILDA WEINZETTEL, president-elect.

JACK PINKSTON of Dallas, managing director of the Texas Apartment and Property Owners' Association, has been named secretary of the National Apartment Owners' Association.

DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

CENTRAL 5796

"Good service gets business — Better service keeps it."

INDUSTRIAL LUMBER

Attention:

LUMBER BUYER

We carry large stocks of lumber
suitable for

CRATING, MAINTENANCE, etc.

Prompt Delivery

Order what you need . . . 1-inch, 2-
inch, 4-inch. Yellow Pine, Oak, Gum,
White Pine.

Also other building materials.

Try Us

Call T-5195

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)
927 SOUTH HASKELL AVENUE



T. A. VINES is new president of the South Oak Cliff Kiwanis Club, succeeding HARRY R. GOWDEY. Other officers are LeROY LIBBY and K. M. PARSONS, vice presidents; and JOE ENSLEN, treasurer. New directors include LOYD OTIS, DR. J. B. CHESTER, and B. O. SNELEN.

VERNE GALBRAITH, formerly connected with the St. Louis branch of the Connecticut Mutual Life Insurance Company, has joined the company's E. F. White general agency at Dallas.

CLIFFORD IVEY, supervisor of the agency department of the Southwestern Life Insurance Company, has been elected chairman of the associate section of the Texas Association of Life Insurance Executives. HILTON CAMPBELL of Dallas is assistant secretary.

New Vice Presidents. Three new vice presidents of the Oak Cliff Bank & Trust Company are, left to right, A. Otto Frosch, J. O. Hutchison, and Proctor M. Boyd. Mr. Frosch, who recently joined the Oak Cliff bank, began his banking career 19 years ago and has served the National City Bank and the Empire State Bank. Mr. Hutchison has been associated with the bank for 20 years. Mr. Boyd, who started with the Oak Cliff Bank & Trust 18 years ago as a teller, is in charge of the department handling FHA loans. Both Mr. Frosch and Mr. Hutchison are assigned to the development of new business.

HAROLD VOLK, president of Volk Brothers Company of Dallas, is the first president of the new National Shoe Institute.

DICTAPHONE LEADS THE WAY

*One of America's Great and
Trusted Trademarks
FRED L. HAYNES
District Manager
Dictaphone Corporation
216 S. St. Paul R-6117

*with
Electronic
Dictation*



EYE GLASSES

All complete
for as low
as **\$6⁹⁵**

1927 Main Street Store
OPEN SUNDAYS TILL 1 P.M.

**MAIN
OPTICAL CO.**

1927 Main Street
2002 Greenville Avenue



METROPOLITAN Employment Service

COMPETENT PROFESSIONAL, TECHNICAL AND OFFICE PERSONNEL
609 Rio Grande National Building Phone R-5016

Quality Lumber

AND BUILDING MATERIALS

BIG MILL—KILN DRIED—GRADE MARKED

YELLOW PINE

FIR DIMENSIONS — SPECIAL ORDERS
INSULATING MATERIALS — WALL BOARDS
MINNESOTA PAINTS — BUILDERS HARDWARE

Call
C-9021

**Brewington
LUMBER CO.**
2021 McKINNEY



1006-8-10 Fidelity Building

R-8271

Dallas 2, Texas

professional, technical, office, sales

EDITH L. SEWELL, Co-Owner, Manager • JAMES F. GUMP, Co-Owner, Business Manager



Pontiac Zone Manager. I. J. Woodfin, who has been assistant zone manager at Atlanta, Ga., for the Pontiac Motor Division of General Motors Corporation, has been transferred to Dallas as Pontiac's zone manager, succeeding J. C. Jamieson, who has been made western regional manager. With General Motors since 1934, Mr. Woodfin started with the Fisher Body Division, next served the General Motors Acceptance Corporation, and then in 1944 joined Pontiac as Memphis district manager.

W. P. COVINGTON, who has had 27 years of experience in the automotive field, has been moved up from district to regional manager at Dallas for Plymouth Motor Corporation.

E. E. (BUDDY) FOGELSON, Dallas independent oil operator, has been elected to the board of directors of the Dr. Pepper Company.

A. C. HENDERSON, JR., has joined the Dallas agency of the United Fidelity Life Insurance Company.

JOHN S. SHERWOOD has been named Dallas area representative for the Insulite Division of Minnesota and Ontario Paper Company of Minneapolis.

**The Greatest Values
in**

**DIAMONDS
and
WATCHES
SCIENTIFIC
WATCH
REPAIRING**

PHONE C-2748



CLAUDE ZIMMERLY
Now Located
211-12 Praetorian Building

GREETINGS!...

*to the Dallas Chamber of Commerce
on the Occasion
of Its 75th Anniversary*

THE POWER OF THE PRINTED WORD

THE destiny of Dallas has always been closely identified with the printing industry. While making Dallas a great city in which to live, its citizens have ever been alert to the commercial and cultural advantages of the graphic arts.

As a trade composition plant for the hundreds of presses in the newspaper, publishing and printing plants in Dallas, Jaggars-Chiles-Stovall, Inc., turns millions of words into type for the convenient use in the dissemination of information and ideas.

Advertising, too, stimulates the joy of living and in our transforming of layouts and copy into appealing form for family reading, we have a part in making life more pleasant in our favored city.

JAGGARS ★ CHILES ★ STOVALL
INCORPORATED

Typography • Mats • Stereotypes • Plastic Plates

522 BROWDER STREET, DALLAS, TEXAS



Paramount Sales Manager. L. D. Wittkower, who has been active in the home furnishings field for 25 years, has been appointed sales manager for Paramount Manufacturing Company of Texas, 6519 Cedar Springs Avenue, manufacturer of custom-styled chrome dinette furniture. Mr. Wittkower, who will supervise Paramount's sales throughout the Southwest, has been Dallas branch manager for Western Stove Company.



Production Superintendent. William (Bill) Lawson has joined the printing firm of Walraven Bros., 1509 Munger Avenue, as superintendent of production. Mr. Lawson formerly served for eight years as assistant purchasing agent for Braniff International Airways, and had charge of Braniff's printing plant.

CARLTON H. POWER, who is a graduate of Texas A. & M. College, has been appointed supervisor of field service activities in Texas for the National Cotton Council, with headquarters in Dallas.

NEAL E. STEPHENSON has been named president of the East Dallas Kiwanis Club. Fellow officers are JIM

McDOWELL and ROBERT W. FINKLEA, vice presidents; JOHN NESBIT, treasurer; and AL GREER, secretary. New directors are J. RAY PACE, LETCHER L. BAKER, CHARLES HANSEN, ROY BRADEN, LEON ELLSWORTH, JOHN PLATH GREEN, and DR. MELVIN LAND.

JOHN L. BRIGGS, director of public relations for the Southland Life Insurance Company, has been elected to the executive committee of the Life Advertisers' Association.

GEORGE ASHLEY BREWER, JR., vice president and general manager of the George A. Brewer Funeral Chapel, has been elected secretary of the National Funeral Directors' Association.

JOHN S. CHASE, president of the Chase Building Products Company of Dallas and Fort Worth, has been named a director of the Texas Concrete Masonry Association.



Used Car Manager. B. W. Wilson, who formerly operated a used-car dealership and has served as manager of used-car departments for other Dallas automobile firms, has been appointed manager of the used-car division of Walls Pontiac Company, 1814 North Harwood Street. Mr. Wilson was also formerly associated with the General Motors Acceptance Corporation.



Real Estate INVESTMENTS

OFFICE BUILDINGS
HOTELS — RANCHES
COMMERCIAL PROPERTIES

J. N. FISHER

Mercantile Bank Building — DALLAS — R-4675



HIRIN' ANY HANDS?

WE

Handle everything from office boys to vice-presidents.
Cover the ENTIRE DALLAS AREA.

Give our thorough, conscientious service to employers.

OAK CLIFF PERSONNEL SERVICE

W3-4661

SOUTHWEST EMPLOYMENT BOARD
MEMBER: EMPLOYMENT BOARD OF DALLAS

324½ W.
JEFFERSON

Representing the
oldest manufacturers
of steel and wood

office furniture



2214 MAIN ST.

DALLAS

RIVERSIDE-3449



Publicity Coordinator. Miss Edythe Chan has joined A. Harris & Company as coordinator of radio and publicity. Miss Chan, who attended the School of Drama at the University of Chicago and was awarded a degree in speech and literature by Southern Methodist Univer-

sity, was formerly woman's program director for Radio Station KIXL of Dallas.

R. T. BEHANNON, formerly general manager of the Houston Port & Traffic Bureau, has returned to Dallas as branch manager for the Texas Transport & Terminal Company, with offices in the Cotton Exchange Building.

NORMAN P. REGISTER, veteran member of the Dallas city tax department staff, has been named assistant assessor-collector, succeeding J. A. TRACY, who has retired after 30 years of service.

BUTLER & LAND, 3405 Milton Street, have been named Dallas district sales representatives for C. J. Tagliabue Corporation of Newark, N. J., subsidiary of Weston Electrical Instrument Corporation.



Swift's New Manager. W. B. Howell, who started with Swift & Company in 1933 as an office boy, has been appointed manager of Swift's Dallas meat packing plant, which has been separated from the jurisdiction of the Fort Worth operation. Mr. Howell, whose entire business career has been with the Swift organization, joined the Fort Worth plant as office boy. He later served in the accounting and the beef, lamb, and veal divisions and then was moved to Dallas in 1939 as head of the beef, provisions, and by-products departments. He returned to Fort Worth two year later, was transferred to San Antonio in 1945, and last year was named assistant head of the beef grading division in Swift's general offices in Chicago.

WEAR WITH PRIDE

Glasses signify that you are wise enough to keep your vision at top performance. Wear them with pride, and without apology. You can look distinctive in modern eyewear. See your Eye Physician — NOW!

Bring Your Eye Physician's Prescription to us for A-1 Quality Lenses



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

DALLAS HOUSTON SAN ANTONIO



It's the SERVICE that Counts!

There are many places in Dallas where you can make real estate loans, but the T. J. Bettes Company has the unexcelled SERVICE that goes along with the deal. Besides competent counsel we offer you the benefit of our many years of experience in dealing in Texas real estate.

LOANS

BUSINESS PROPERTY
CONVENTIONAL
RESIDENTIAL
FHA Improvement and Building

T. J. BETTES CO.

1202 MAIN STREET • EVERETT MATTSON, Vice-President • Central-8027



Fund Raising Partner. William E. Tweed, who for the last two years has been with the Community Service Bureau, Dallas fund-raising and campaign organization, has been made a partner in the firm, which has offices in the Reserve Loan Life Building. Mr. Tweed formerly served for four years as assistant state director at Dallas of the savings bonds division of the United States Treasury Department.

Dallas Pioneers

(Continued from Page 49)

ing. Personnel had increased from two salesmen and a negro porter to a staff of 18. In 1912 Volk Brothers became Volk Brothers Company and moved from 250 Elm to more spacious quarters at 1206-8 Elm. In 1930 Volk's moved east again to its present quarters (six stories and basement) at 1806 Elm, where a modernization program has been completed this year and expansion of service has included the addition of men's furnishings. Having opened its Village Shop in the Highland Park Village in 1936, Volk's

added a second suburban unit this year with the opening of Volk's Live Oak at Live Oak and Skillman, duplicating

downtown selections plus children's wear. Harold F. Volk is president of the firm

(Continued on Page 86)

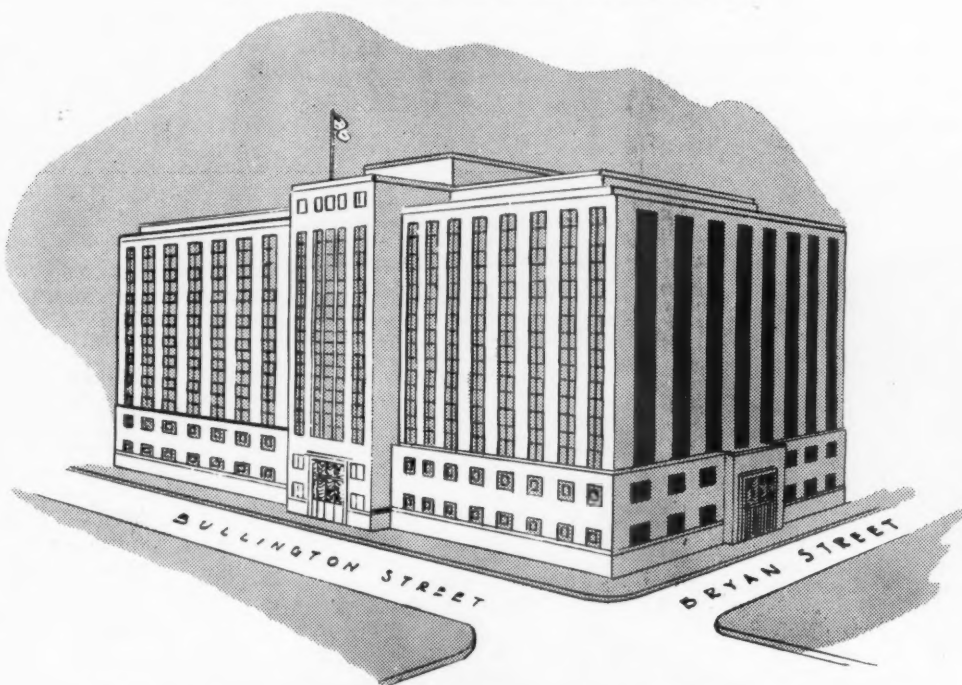
MODERN INDUSTRIAL DESIGN

...will increase your sales... Our Industrial Design service will give your product and its package the modern touch that makes the difference. Call us for consultation.

DALLAS INDUSTRIAL DESIGN STUDIO
330 Santa Fe Building—Second Unit

Central 6740

CHOICE OFFICE SPACE AVAILABLE IN THIS MODERN DOWNTOWN DALLAS OFFICE BUILDING NOW UNDER CONSTRUCTION



**Air-Conditioned, Sound-Proof Ceilings, Rubber Floor Covering,
Heat-Resistant Windows,
Ready for Occupancy Early Next Spring**

**For detailed information, contact
G. B. HEFNER, 202 Trinity Universal Building, or R-9227**

THE ATLANTIC REFINING COMPANY
DALLAS, TEXAS

The March of Industry

Merchants State Bank Occupies New Quarters

THE MERCHANTS STATE BANK formally opened last month its new \$300,000 building on Ross Avenue at Henderson Street. It was an old-fashioned housewarming for a brand-new banking home, with a square dance as the climax of the celebration.

Comprising a basement and a ground floor, the building has been constructed so as to permit the addition of at least nine floors as future needs arise. Covering 3,500 square feet of area, the lobby and main banking room are modern in styling, with walls light green in color and red and black tile covering the floor. Executed by Perry Nichols, a mural on the rear wall depicts commerce and in-

dustry in the Southwest.

Tellers' cages, rails, paneling, and other fixtures are in bleached mahogany, and furnishings are in bleached walnut. Ample room for modern safe deposit facilities is provided in the big, heavy-duty vault. In the rear of the building is a 20,000-square-foot paved parking area, which permits customers to drive up to a deposit window and transact business without leaving their cars. All offices of executives are located on the main floor, separated from the lobby by a small rail.

The new building replaces the tempo-

MODERN FRONT of new Merchants State Bank Building, center, below, is of marble and glass flanked by Arkansas ledgestone and Cordova shell-stone. It permits an unobstructed view of the interior from the street. W. M. Beavers, president of the bank, is pictured at left in his new office. View of main banking quarters at right, below, shows, left to right, Harvey King, vice president; Milton Barrett, who is in charge of new accounts; and A. W. Lewis, vice president.



Named Vice President. D. A. Hulcy, president of the Dallas Chamber of Commerce and the Lone Star Gas Company, has been advanced from second to first vice president of the American Gas Association. C. H. Zachry of Dallas, president of the Southern Union Gas Company, has been elected a director of the association.

rary quarters at 4703 Ross, which the bank had occupied since its organization in January, 1946. The structure was designed by George Dahl, architect. T. C. Bateson was the contractor. Both are directors of the bank.

Dallas Pioneers

(Continued from Page 85)

today, and H. W. Ehlert is vice president.

Printing Pioneers. Among Dallas' pioneer printing concerns are William S. Henson, Inc., Exline-Lowdon Company, The Egan Company, and the Etheridge Printing Company. The Henson firm had its origin in a plant set up in 1890 by J. M. Colville, who later was joined in





New Emsco Home. Emsco Derrick & Equipment Company moved its D&B products division last month from 7626 Denton Drive into its new, larger Dallas County plant at Belt Line and Shilow Road, near Garland, where it manufactures deep well pumps and sucker rods. The plant represents a total investment of about \$1,000,000 in buildings, new

machinery, and site.

Shown cutting a ribbon formally opening the one-story, 5,900-square-foot office building are, left to right, William T. Powell, Emsco vice president; Mrs. Powell; W. C. Kinder, Emsco vice president; Mrs. Hugh Glen; and Hugh Glen, Emsco president. Among the spectators at left are Frank Purnell, president, and Walter

Watson, first vice president of Youngstown Steel & Tube Company; Fred Mayer, president, and Frank Brinegar, vice president of Continental Supply Company; and R. W. Leason, Emsco vice president at Los Angeles. The one-story factory building of steel construction provides 90,000 square feet of space. Frank Prosser is manager of the Dallas plant.

the business by his sons, Charles and Howard Colville. William S. Henson, who joined the firm in 1930 as vice president and general manager, purchased the interests of the Colvilles in 1940, and changed the name to William S. Henson, Inc., in 1941. In addition to Mr. Henson, president, officers include Frank C. Erwin, vice president; and Tony Terranella, secretary-treasurer.

Exline-Lowdon was founded in 1892 as virtually a one-man operation of M. P. Exline at Main and Field, whose first business was chiefly carbon paper and cotton tags. J. G. Lowdon, Jr., is president of the firm, which specializes in bank work and insurance policies. A. L. Exline, son of the founder, is vice president and treasurer. William E. Lowdon is secretary.

It was also in 1892 that A. L. Egan, who had received his printing training

while operating a weekly newspaper in Belcherville and Nocona, Texas, opened a one-man print shop at Pearl and Commerce. After a disastrous fire, the Egan Company moved to its present quarters at 912-1006 Ross in 1916, in which year it also acquired the John F. Worley Printing Company. It now has more than 30,000 square feet of plant space and specializes in printing telephone directories, city directories, rate books, catalogs, and bank, insurance, and commercial forms. Present officers are W. H. Egan, president-treasurer; A. Y. Zadik, executive vice president; W. V. Pedigo and J. B. Collins, vice presidents; and J. W. Zadik, secretary.

A \$200,000 business today, the Etheridge Printing Company was founded with a \$50 down payment in 1898 by Pat Etheridge, who opened a shop to print office forms, sales sheets, and the like. In

1922, he bought a site at 1812 North Field for his present plant, erecting a

• In Downtown DALLAS

A New Address of
Comfort and Convenience for the
Businessman. . . .

THE NEW HOTEL

Lawrence

one-story building, with a 100-foot frontage. Five years later, he added an adjoining two-story warehouse and office building.

Fleming & Sons. For four generations, the papermaking business of Fleming & Sons has been carried on by the Fleming family. When John G. Fleming bought a small papermaking plant in Oak Cliff in 1893, the Southwest's first paper mill, his five employees included his two sons, Walter L. and Ervin T. Fleming. Today's Fleming operations extend over nearly 200,000 square feet of plant space, and weekly production exceeds 1,000 tons.

Today's officers include Ervin T. Fleming, Jr., vice president and production manager; John G. Fleming, vice president and sales manager; Joe B. Fleming, secretary-treasurer; and Walter L. Fleming, Jr., assistant production manager.

Gray and Graham. The Dallas tailoring firm of Gray & Graham is still doing a brisk business in custom-made men's suits at 1009 Main, where it was founded in 1894 by Stephen Gray and W. Wilson Graham. Today's activities are being directed by Thomas A. Siren, president and designer, and Miss Lenore Wolfe, secretary-treasurer.

Hunt Grocery. Today's Hunt Grocery Company operations in modern quarters in the Highland Park Shopping Village began in 1895 when C. E. Hunt opened a shop in a one-story, brick building at 338 Elm, known as the C. E. Hunt Grocery. Although able at first to handle the business with one employee, he soon needed to add personnel and then, for more room, moved to Stone and Elm, later to 1709 Elm, next to 1507 Elm, and then to North Ervay and Pacific. The late J. A. Flemister, who directed operations for many years as president and general manager, got his first job with the store driving a delivery wagon. Present officers are J. E. Flemister, president; W. W. Whatley, vice president and general manager; and Miss M. M. Toomey, secretary-treasurer.

Anderson Furniture Company. A new arrival from Kentucky, E. M. Anderson opened the Anderson Furniture Company for business in 1897 with a capital investment of \$42 but a lot of faith in the thriving North Texas trading center of Dallas. John D. Lambert, now general manager, joined him a few years later. Having its downtown store at 2101 Elm, the Anderson company has recently completed the remodeling of the Anderson Furniture Studio, 2222 North Harwood, at a cost of \$250,000.

Dallas pioneers also include such veterans in business as the Practical Drawing Company, founded in 1893 to publish a series of elementary school drawing cards, giving the firm its name; the Praetorians, founded in 1898 and credited with being the oldest life insurance organization in Texas, which gave Dallas its first modern skyscraper; the insurance agencies of Seay & Hall, founded in 1899 and now owned by D. D. McCain and Eric C. Gambrell, and Julian & Cochran, founded in 1898 by B. E. Julian, whose present owners are J. R. and W. R. Cochran, sons of J. M. Cochran, second white male born in Dallas County; Great Atlantic & Pacific Tea Company, which opened its first red-fronted store in Dallas in 1892 at 294 Elm; Olive & Myers Manufacturing Company, founded in 1899.

Others are Charles Ott, Inc., locksmiths since 1876 and continuously operated by the same family; Arthur A. Everts Company, founded in 1897 by Arthur A. Everts; Lang Floral & Nursery Company, founded also in 1898 by Otto Lang; W. A. Green Company, which since its founding in 1896 has always been on Elm in four locations between Akard and Ervay and is being operated today by W. A. Green, Jr., and Holmes Green, sons

Now - You Can Lease Offices

In the beautiful new Employers Insurance Building, now under construction, approximately 20,000 square feet of floor space available, including entire ninth floor of 8,595 square feet. The remainder of the space is in smaller units.



Employers Insurance Building, Akard and Young Streets
Scheduled for Completion March 1, 1950

HENRY S. MILLER COMPANY

REALTORS — EXCLUSIVE LEASING AGENTS

Southland Life Building

DALLAS

Riverside 9171



Serving Dallas
Since 1905

LINGO LUMBER CO.

There's a Material Difference

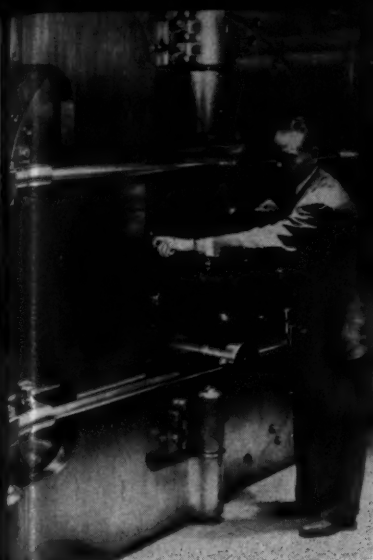
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1949



Texas Bank Expansion

Completion of an expansion and modernization program by the Texas Bank & Trust Company, which has more than doubled the bank's facilities, was celebrated last month with an open house.

The exterior is now faced with polished, red granite, and clear glass doors lead to the interior. More than 4,600 square feet have been added to the working area of the main banking floor, and the lobby has been doubled in size. Pneumatic tubes connect every operating department. The number of tellers' win-

dows has been doubled. Pictured at center in the remodeled main banking room are P. B. (Jack) Garrett, president of Texas Bank & Trust, left, and W. W. Overton, Jr., chairman of the board.

Ascending the stairway, right, from the sub-lower floor is Charles B. Peterson, Jr., vice president. Housed on this floor are the credit and bond departments and the enlarged safe deposit vaults. Pictured at left is Jack Bishop, assistant vice president. Now located on the second floor are the executive offices and a board of

directors' room, available to the public and depositors for special meetings. A curb depository is being installed on Lamar Street, where deposits may be made from the customer's car. Among the enlarged departments on the main floor are the trust, new accounts, commercial, and personal loan. Stockholders have approved a \$562,500 capital increase by the sale of 12,500 shares at \$45 each, giving total capital of \$1,985,000, divided \$750,000 capital, \$750,000 surplus, and \$485,000 undivided profits and reserves.

of the founder; Max Ahlfinger Dallas Distilled Water Company, which Max Ahlfinger started in 1899 by delivering water in tank wagons; Briggs-Weaver Machinery Company, founded in 1896, which this year occupied a new \$500,000 plant at Hines Boulevard and Amelia Street; and Dearing, Inc., oil producers and drilling contractors. Founded in 1898, the firm has been a family affair for three generations.

Still other firms that have been serving Dallas a half century or longer include the Dougherty Roofing Company, which has been furnishing Dallas with roofing since 1874; the Boedeker Ice Cream Company, whose ice cream Dallasites have been enjoying since 1886; the real estate firms of Bolanz & Bolanz, founded in 1874, and J. Elmer Turner, founded in 1898; Oriental Laundry and Cleaners, established in 1893; Watson Company, contractors and builders, started in 1889; and Skillern's Drug Stores, headed by

Rae E. Skillern, whose father, J. A. Skillern, founded the chain with the opening of the first store in Lewisville in 1885. He moved shortly afterward to the rapidly growing city of Dallas.

Several other long-established firms began serving the Dallas area before the turn of the century but did not open Dallas units until later. These include Clarke & Courts, office equipment and printing establishment, which began as a stationery store in Galveston in 1857 and opened a branch store in Dallas in 1926; Pittsburgh Plate Glass Company, founded in 1883, which established a Dallas warehouse in 1907, with T. E. Jackson as Southwestern manager; Butler Brothers, which dates back to 1877 and opened its Dallas house in its present quarters at Young and Ervay in 1911; the Lyon-Gray Lumber Company, founded in 1876 at Sherman, which set up headquarters in Dallas in 1920 and opened its first lumber yards in Dallas with the merger

of the Trinity Lumber Company and the Oak Cliff Lumber Company in 1934; and Waples-Platter Company, founded near Denison in 1872, which began operating a Dallas branch in 1902.

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Men of Miracles

(Continued from Page 19)

tracer technique that it is among the most potent tools ever devised for solving industry's problems.

Radioactive compounds synthesized or in process of synthesis by the staff of the Foundation's radiochemical laboratory, set up in October, 1948, to do research, a part of which is under a contract granted by the Atomic Energy Commission, include the following groups:

1. For agricultural "tracer" work—"tagged" 2,4-D, a weed killer and growth regulator, which research may prove of immense importance to agriculture in the form of increased control of growing and ripening processes in the crops; "tagged" phosphorus, for tracing the degree of utilization of this valuable fertilizer element by certain crops, or where and how failure to utilize occurs. These materials and studies in connection with them may be of special importance to the insecticide and fertilizer industries respectively.

2. For medical research—fatty acids, which also may be used in corrosion problems; pyruvic acid; tyrosine and radioactive adenine, the latter of which is believed to hold a high place in the search for a cure for cancer.

3. For the Atomic Energy Commission and university research work chiefly—heavy methanol (wood alcohol) and its halogen derivatives; heavy methane; and heavy ammonia for use in construction of the super accurate atomic clock.

Only six laboratories in the United States have been chosen to do this type of research for the Atomic Energy Commission. The products are distributed to various research institutions and agencies or are shipped to the AEC, which furnishes radioactive materials from its Oak Ridge pile.

The Foundation's industrial research division, which includes the work of the radiochemical laboratory and most other industrial and analytical operations, has also made extensive investigations into the chemical composition of Hubam clover, bois d'arc, and okra seed, with an eye to their possibilities as industrial raw materials. The division has also published findings on these projects for industrial use if desired.

President of the Texas Research Foundation is Karl Hoblitzelle of Dallas and co-chairmen of the board of trustees are Nathan Adams and John W. Carpenter, both of Dallas. The board is com-

(Continued on Page 92)

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

491011/CGofB. **Belgium.** Ninove manufacturer wishes to secure an outlet for ladies' kid gloves.

491011/CGofB. **Belgium.** Liege concern has for export ovens, cauldrons, vats for frying food, and smoking sheds for curing meats and fish.

49911/SA. **Italy.** Milan firm wants to export scissors and shears of all kinds.

49911/MCL. **Japan.** Osaka manufacturing firm wishes to import American cotton.

491011/LTC. **Belgium.** Brussels manufacturer has for export swansdown powder puffs.

49911/SSC. **Nova Scotia.** Steamship company has for sale a cargo of Newfoundland Christmas trees.

491011/TMC. **Japan.** Tokyo manufacturer wishes to export wall paper.

491011/SCT. **Czechoslovakia.** Praha concern has for export wooden articles and baskets of all kinds.

491011/DC. **England.** Birmingham manufacturer wishes to export cigaret cases, boxes, and compacts, tea sets, sport trophies, cups, and medals made of 9 ct. gold, silver, and E.P.N.S.

491011/CC. **Mexico.** Monterrey firm has for export two or three carloads of brewers' dried yeast monthly f.o.b. Nuevo Laredo.

491011/HKG. **Germany.** Stuttgart import-export firm wishes to assist American firms interested in importing goods of all kinds from Germany.

49911/STS. **Switzerland.** Concern wants an agent to handle the sale of copying lathes, milling cutter milling machines, milling cutter sharpening machines, broaching machines and tools, pneumatic tools for metal and rock working, screw pumps for various purposes, and milling chains for woodworking.

491011/EAV. **Mexico.** Concern wishes to export garlic and cumin.

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General Manager

Your Dallas Host

Jefferson hotel
DALLAS' LEADING HOTEL
Dallas, Texas

Men of Miracles

(Continued from Page 90)

posed of business and civic leaders of Texas including John R. Alford, A. H. Bailey, E. M. (Ted) Dealey, E. L. DeGolyer, Fred F. Florence, R. B. George, Dilworth S. Hager, Don H. Houseman, D. A. Hulcy, J. L. Latimer, Dr. Umphrey

Lee, George L. MacGregor, R. G. McCord, Eugene McDermott, Homer Mitchell, E. P. Simmons, J. W. Simmons, Eugene B. Smith, R. L. Thornton, W. G. Vollmer, James Ralph Wood, all of Dallas, and Leland Anderson of Houston, A. G. Hopkins of Sherman, Richard Kleberg of King Ranch, John T. Pearson of

Fort Worth, and Tom Slick of San Antonio.

These men and others have set up the Foundation as a non-profit, endowed institution supported entirely by private capital, dedicated primarily to making Texas land produce as abundantly as soil and climate will permit, through the skill of science and technology, and looking to the enjoyment of maximum economic and social benefits by Texas rural communities and cities. The initial benefits from this and allied research of the Foundation are just beginning to make themselves felt.

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Today—a complete line of pharmaceuticals and specialties, numbering hundreds of products, are manufactured in our modern plant for distribution to wholesale and retail drug firms and hospitals throughout the South and Southwest. The First Texas Chemical Manufacturing Co. continues to expand its physical plant and research facilities to meet the expanding needs of modern medicine.

FIRST TEXAS CHEMICAL MFG. CO.

DALLAS, TEXAS

Dallas County manufacturers and wholesalers who have not yet supplied the necessary information for listings in the 1950 "Key to Buying in Dallas," now being compiled, are urged to fill out and return promptly the form below. Each firm will receive a classified, an alphabetical, and a brand name listing free.

Information Form

For Listings of Goods and Services in the 1950 Edition of
Key to Buying in Dallas

Published by the Dallas Manufacturers' and Wholesalers' Association and the Dallas Chamber of Commerce
1101 Commerce Street, Dallas 2, Texas

Name of Company or Individual _____

Street Address in Dallas County _____

City _____ P. O. Box No. _____

Postal Zone No. _____ Telephone No. _____

Year you began operating in Dallas County _____

Number of employees (in Dallas County only) _____

Name and title of principal officer in Dallas County _____

Primary area of distribution of your products and/or services (Check one only):

- | | |
|---|--|
| <input type="checkbox"/> Dallas County | <input type="checkbox"/> Texas and Adjacent States |
| <input type="checkbox"/> Several Counties | <input type="checkbox"/> National |
| <input type="checkbox"/> State of Texas | <input type="checkbox"/> International |

Home Office Address _____

Principal Home Office Executive _____

Principal item sold or manufactured (List only one) _____

Trade or brand name of this item _____

Please indicate the functions of your business in Dallas County by checking below the classifications that apply:

- ☐ Manufacturer, Fabricator, or Processor—a firm having a plant in Dallas County for the production of merchandise, materials, and/or equipment for final use or fabrication by others.
Is this a branch plant? ☐ Yes. ☐ No.
- ☐ Wholesaler or Jobber—maintains stocks of merchandise in Dallas; may or may not have a fixed territory.
- ☐ Distributor—distributes merchandise in a fixed territory; may or may not maintain stocks in Dallas.
- ☐ Manufacturer's Sales Branch—a distributing unit owned and operated by a manufacturer located outside Dallas County. Stocks for immediate delivery are stored in the Dallas area.
- ☐ Manufacturer's Sales Office—a sales office operated in Dallas by a manufacturer located outside Dallas County. Deliveries are made from a factory or warehouse outside the Dallas area.
- ☐ Manufacturers' Agent—a sales representative who does not take title to goods but represents one or more firms.
Do you have a display room in Dallas? ☐ Yes. ☐ No.
- ☐ Factory Representative—represents one company exclusively in the Dallas area.
- ☐ Retailer.

Other types (specify) _____

Please have a representative see me about additional listings of products and/or services (check) _____

Signed _____

Title _____

Company _____

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Grand Central Palace, New York 17, N. Y.



Dale Miller
(Continued from Page 71)

ment to keep alert to every opportunity to advance their important project.

The time required by Congress each session to prepare and enact the appropriations bill does not by any means tell the whole story of the development of each year's public works program. While Congress is framing the necessary legislation for the ensuing fiscal year, for example, the Corps of Engineers is steadily at work developing a program to recommend for adoption by Congress in the fiscal years thereafter. Even before Con-

gress completed action on the bill for the current fiscal year, the office of the Chief of Engineers in Washington was developing from the reports of its many division engineers throughout the country a well-reasoned and balanced public works program for the 1950-51 fiscal year. During the remainder of this year the Engineers will hold frequent conferences with the Bureau of the Budget to assist in the preparation of a final program which will be submitted by the Administration after Congress reconvenes next January 3. The entire procedure can then be said to have started all over again, although

in fact it is continuous, with no precise line of demarcation defining the transition from one fiscal year to the next.

Long years of persistent effort and hard work stretch into the future before the vast Trinity program will be consummated, but rapid and substantial progress has already been achieved. In fact, an important phase of the program—the construction of the major reservoirs on the upper Trinity — is nearing completion now; and the actual benefits of this flood control program will soon be measured. The tangible results achieved thus far have been so momentous in their significance that the stalwart supporters of the Trinity program have reason to be gratified by the fruits of their labor, and they have reason, too, to contemplate the future with confidence. The program is so large and extensively ramified that the task ahead sometimes seems formidable indeed, but if the same devotion to this responsibility is exemplified in the future as in the past the job will be well done.



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Congratulations to those pioneers who had the vision to see a great future for Dallas and the Southwest, and the resourcefulness, energy and courage to help make that vision come true.

The Republic Insurance Company, which started in Dallas almost a half century ago, had the privilege of knowing and serving some of those pioneers, and is happy to have had a part in making Dallas one of the great insurance centers of the nation.

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Lv. Houston	8:00 a.m.
Lv. Dallas (Motor Coach)	12:45 p.m.
Ar. Fort Worth	1:50 p.m.
Lv. Fort Worth	2:00 p.m.
Lv. Oklahoma City	6:00 p.m.
Lv. Ponca City	7:45 p.m.
Lv. Wichita	9:30 p.m.
Ar. Kansas City	1:10 a.m.
Ar. Chicago	9:00 a.m.

Texas Chief — Southbound	
Lv. Chicago	6:00 p.m.
Lv. Kansas City	1:50 a.m.
Ar. Wichita	5:35 a.m.
Ar. Ponca City	7:15 a.m.
Ar. Oklahoma City	9:00 a.m.
Ar. Fort Worth	12:55 p.m.
Lv. Fort Worth (Motor Coach)	1:05 p.m.
Ar. Dallas	2:05 p.m.
Ar. Houston	7:00 p.m.
Ar. Galveston	8:15 p.m.

You're right, son. This popular streamliner gives Texans the kind of hospitality and accommodations they like to have.

So for real travel pleasure, ride the Texas Chief. You'll like the comfortable Pullmans and chair cars that have seats with specially designed leg rests. And for added enjoyment, there's a colorful lounge, Fred Harvey diner, and a courteous crew, including a capable Courier-Nurse.

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C. L. Rich, Division Passenger Agent
Santa Fe Ticket Office, 1315 Commerce, Dallas

A. C. Ater, Passenger Traffic Manager, Galveston

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The firms in the forefront of Dallas Business today...are those who planned...those who recognize that in building a Greater Dallas...they build for themselves.

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BUSINESS CONFIDENCE Built on Years of Service

Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1872 HUEY & PHILP

Wholesale Hardware

**1872 WAPLES-PLATTER
COMPANY**

White Swan Fine Foods

**1874 BOLANZ &
BOLANZ**

Real Estate and Insurance

**1875 DALLAS TRANS. &
TERM. WHSE. CO.**

Warehousing, Transportation
and Distribution

**1876 LYON-GRAY
LUMBER COMPANY**

Experienced Retailers of
Building Materials

**1878 NATIONAL BANK
OF COMMERCE**

Banking

Established

**1888 SUTTON, STEELE &
STEELE, Inc.**

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

**1889 AUSTIN BROS.
STEEL COMPANY**

Steel for Structures of Every Kind

**1889 WATSON
COMPANY**

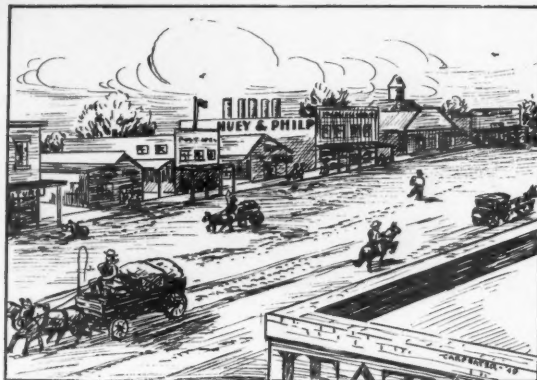
Contractors and Builders

**1892 THE EGAN
COMPANY**

Printing, Lithographing and
Embossed Labels

**1893 ORIENTAL LAUNDRY
COMPANY**

Finer Laundering, Cleaning and
Fur Storage



In 1872, the year the Iron Horse first came to Dallas, Joseph Huey, a terminal merchant, and Simon Philp founded the firm of Huey & Philp Hardware Company on the present site of E. M. Kahn & Company. The sketch by Edwin J. Carpenter pictures the firm's first quarters. For many years Huey & Philp did both a wholesale and retail business, and in 1933 was credited with being the largest retail hardware store in the United States. Today, in its seventy-seventh year, the company is the fourth largest hotel supply house in the nation and operates this department as well as its hardware business on a wholesale basis exclusively.

Established

**1896 BRIGGS-WEAVER
MACHINERY CO.**

Industrial Machinery and
Supplies

**1897 ANDERSON
FURNITURE CO.**

Dallas' Oldest Furniture Store

**1898 LANG'S FINE
FLOWERS**

The Southwest's Foremost Florists
Decorators, Nursery Landscape
Service

1898 THE PRAETORIANS

Life Insurance Service

Established

**1898 HAVERTY FURNI-
TURE CO.**

Furniture

**1904 T. A. MANNING
& SONS**

Insurance Managers
Fire — Casualty

**1906 HESSE ENVELOPE
COMPANY**

Manufacturers of Envelopes
and File Folders



GETTING READY FOR MORE YEARS OF PROGRESS

(Progress of construction of the new 25,000 KW addition to the Mountain Creek Plant.)



Through the years low-cost electric service has been a partner in the growth and development of Dallas.

Today, after more than thirty-two years of partnership in our community's growth, Dallas Power and Light Company is in the midst of the greatest expansion program in its history. During the next five years the Company will invest more than \$40,000,000 in new facilities to give Dallas the electric power it needs to grow and prosper.

Yes, we are planning and building ahead to make sure that electricity is ready when Dallas needs it.

During 1949 the capacity of our Mountain Creek plant was more than doubled and in 1950 another major addition to that plant will go into service.

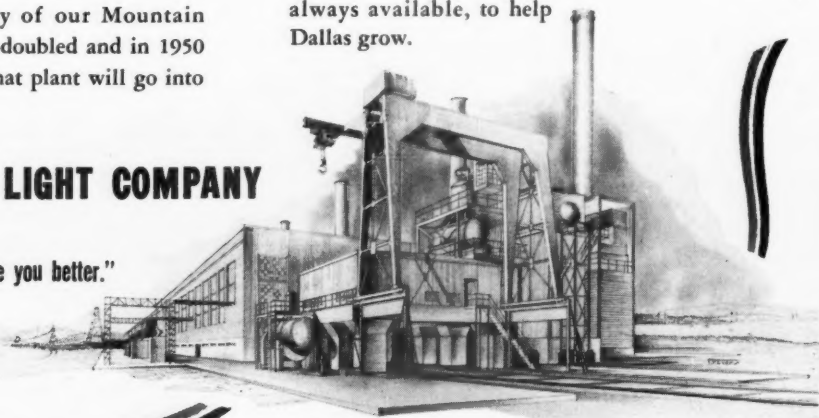
In the spring of 1951 a new and highly efficient 60,000 kilowatt generator will be placed in operation at our Dallas plant near the downtown area. And, still more electric power is planned for Dallas in our new Parkdale Generating Station to be constructed along the eastern outskirts of the City.

When our present program is completed Dallas Power and Light Company will be able to produce 376,500 kilowatts of electric power as compared with 163,000 kilowatts at the beginning of 1949.

Yes, we believe Dallas will continue to grow and develop. We are backing up our belief with large investments to make sure an adequate supply of low-cost electric service is always available, to help Dallas grow.

DALLAS POWER & LIGHT COMPANY

"We're busy building to serve you better."



[Architect's drawing of how Mountain Creek Plant will look upon completion in 1950.]

Partners in Progress

Katy salutes the Diamond Jubilee of the Dallas Chamber of Commerce, pioneer partner in the tremendous progress of Dallas, Texas—of the entire Great Southwest.

As a pioneer citizen of this thriving land, the Katy recognizes its obligation to grow with the Southwest, always in the American tradition of constantly improving transportation for you and your great industry.

We fulfill that obligation today with ever-mounting Diesel power, heavier rail, finer shops and communications, even more effective terminal operations—to provide the best in modern rail transportation services, equipment and methods for you, our partners in progress.



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To meet your expanding needs for an easy and convenient method of banking, we've *doubled* our Drive-In-Deposit facilities. Six windows...three on each side of the drive-in ramp...are staffed to give you better service as part of our enlargement program. There's adequate personnel to facilitate the flow of traffic through the ramp as you drive in on Commerce and drive out on Main Street. A special window (nearest the Main Street exit) will handle payrolls and other special pick-ups. We're working hard to speed our service and appreciate your confidence in this convenient method of banking...from your car!

MAIN STREET

PAYROLL WINDOW

WINDOW

WINDOW

WINDOW

WINDOW

WINDOW

COMMERCE STREET

**MERCANTILE
NATIONAL
BANK**

MEMBER FEDERAL DEPOSIT
INSURANCE CORPORATION

